

Chemist & Druggist

May 18 1974 THE NEWSWEEKLY FOR PHARMACY



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on UK drugs
banned in US**

**Stability of
dispensed
medicines**

**'Drug recall
procedures
must improve'**

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The new Fresh and Dry is the best yet – more support, new packs, more excitement, more advertising, bigger profits –

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The newsweekly for pharmacy
18 May 1974 Vol. 201 No. 4913
 115th year of publication

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Deputy Editor R. E. Salmon, MPS
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Technical Editors Adrienne de Mont, B Pharm, MPS
 F. Preece, BSc, MPS
Information Services I. H. Cotgrove
Advertisement Manager James Lear
Advertisement Executives
 Foster-Firth, MPS
 John Thelwell
Production Sian Evans
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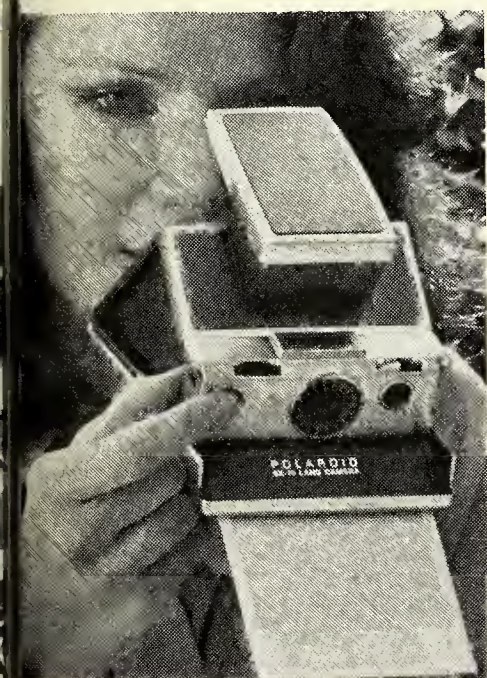
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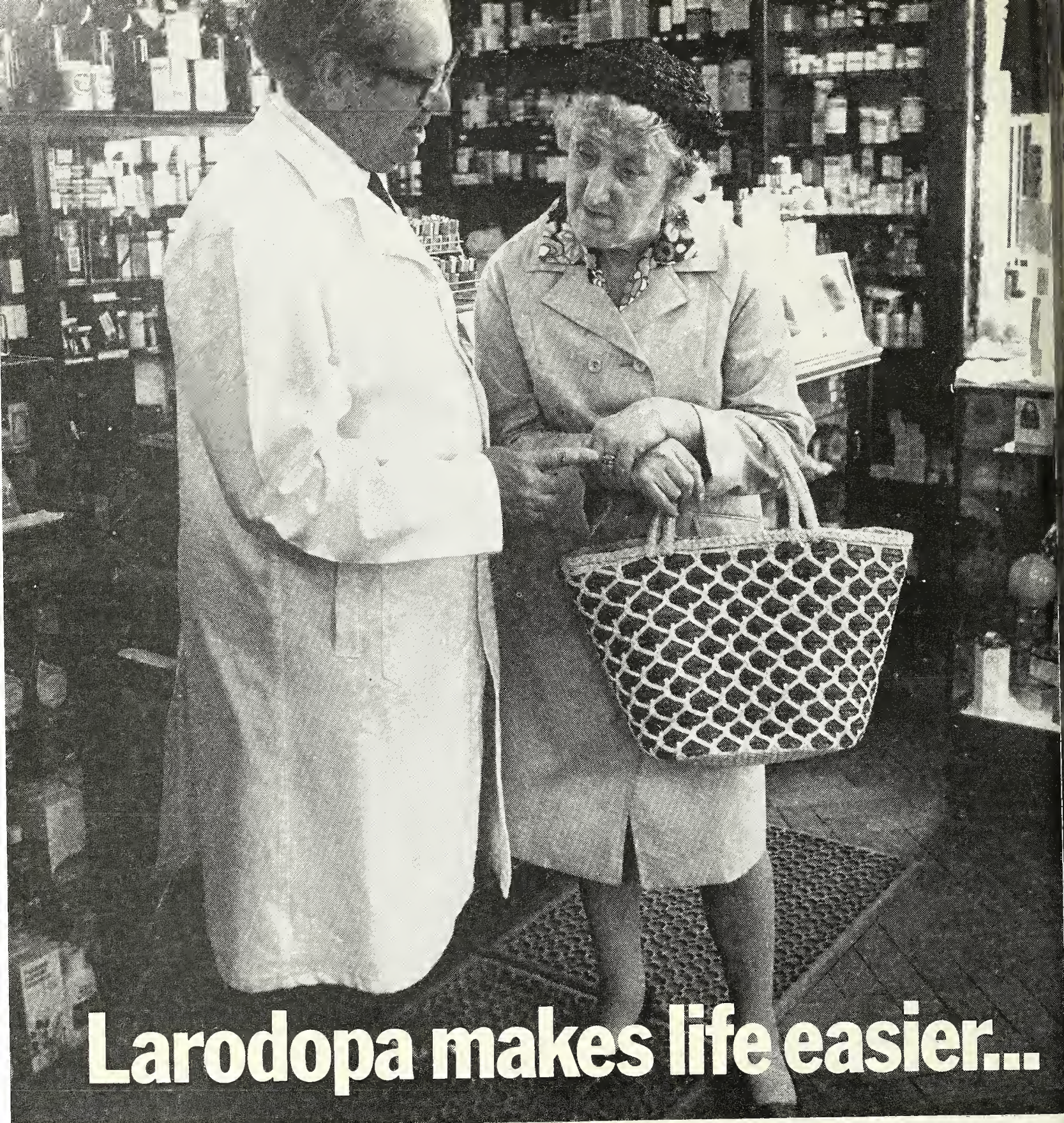
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Polaroid launch their SX-70 camera
 system in Europe (see p 610)

Subscription Department: Lyon Tower, 125 High Street, Colliers Wood
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Larodopa makes life easier...

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Dispensing generic levodopa prescriptions means a fresh decision every time—it doesn't happen often enough to form a habit. But Larodopa is levodopa in a form that is convenient for you because the double scored 500mg. tablet will fit, simply, into any dosage regime: and, as Larodopa is the most economical presentation of levodopa, you will be fully reimbursed by the Pricing Bureau.

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London W1M 6AP.

ROCHE

Comment

A poor excuse

No doubt this week's *Guardian* "crusade" against some pharmaceutical manufacturers (p. 602) will be regarded in the industry as Press interference in matters it does not understand. But the practice of selling in the United Kingdom medicines which may not be marketed in the United States needs explanation—and justification—if the public is not to call upon our legislators for greater protection from *prima facie* commercial interests.

Unfortunately, some of the explanations so far offered to *Guardian* readers on behalf of the industry in general, and cited manufacturers in particular, must appear weak in the extreme to an outsider. "A service to the medical profession"; "We try to oblige our customers, and they swear by it . . . There is no reason to discontinue so long as there is sufficient demand"; "Not prepared to spend the time and expense on clinical trials required by the FDA to prove its effectiveness"—all these are hardly calculated to influence the reader favourably.

Even if the *Guardian* reporters took these quotes out of context, it is doubtful whether there was any excuse for their inclusion in a defence of a medicines marketing policy. The attitude that if a doctor prescribes a drug, who is the manufacturer to deny him his right, cannot be sustained. A doctor is no more than an educated man, and his education needs to continue throughout his professional career. If the industry voluntarily undertakes the doctor's training in the application of new therapies, should it not also play a major role in discontinuing those which have outlived their usefulness?

Of course the placebo is a valuable tool in

medicine—the question is whether the prescriber always knows that that is what he is using. He should, and perhaps the industry ought to do more than simply "stop active promotion" of products it feels unable to back wholeheartedly in the light of current knowledge.

To avoid this issue is to tempt government—especially a Socialist government—to reintroduce a "watch-dog" like the former Macgregor Committee on the Classification of Proprietary Preparations. Useful in principle, this type of committee can become hidebound by principles of its own—such as an overzealous aversion to drug combinations. Its effect can thus militate against the interests of the patient, the prescriber and the industry (and its exports).

Right to protection

However, the public looks for protection and, after thalidomide, had pinned its hopes on the Committee on Safety of Drugs. For *Guardian* readers, and a great many more if the issue is raised in Parliament, it may come as a shock to learn that the committee and its "toothed" successors are not in a position to give, after 11 years, positive reasons why medicinal products *should* be on the market rather than merely negative reasons why they should not.

Within the professions and the industry we know the enormity of such a task, but the public has a right to ask that it be undertaken—by someone.

The pharmaceutical industry will always be in the public eye, and there will always be those anxious to make capital by "exposing" its weaknesses. In such an environment it pays to be above suspicion.

Post Scripts

Birthday presents

It is usual for those celebrating birthdays to receive presents but a recent celebrant arranged to do the reverse. In fact the birthday might have passed unnoticed but for a note accompanying the present—a ballpoint pen—which asked recipients "to accept with our very best wishes the . . . small memento of our 50th anniversary in the UK" That is how the Mentholatum Co Ltd marked their 50th anniversary in Slough.

In 1924 the company became the third tenant on the Slough Trading Estate; an industrial complex presently housing 500 companies.

Back in 1888, an American, Albert Alexander Hyde developed a mentholated

camphorated balm for medicinal use. Mentholatum as it was called, quickly became popular for the relief of catarrh and head and chest colds.

The value of Mentholatum's cooling and soothing properties were to become equally recognised as a healing skin ointment, particularly in overseas countries where a hot, dry climate can make the skin rough and sore.

In the 1950's the company turned its attention to helping the rheumatic sufferer. Mention the name Deep Heat and most people immediately recall a number of television commercials featuring a deep, gravelly voice. Yet behind a novel idea was a serious and successful attempt to introduce a product which has since brought relief to millions of sufferers from rheumatism and allied conditions. Almost daily the Mentholatum company receives letters from grateful customers like the 80 year old gentleman from Bristol who finds a regular application of Deep Heat keeps his legs in splendid condition to compete in charity walks!

With manufacturing plants in America, Canada, Japan and Nigeria and with over

70 per cent of production from Slough alone being exported to over 80 countries, the Mentholatum Co Ltd can be said to be truly international.

When asked about the anniversary celebrations, Mr E. S. Hole, managing director, said "Frankly, we are really much too busy to stop and celebrate but we did want to mark the occasion in a small way". How refreshingly discreet and unassuming—lesser achievements are so often magnified outrageously.

More babies wanted in Argentina

The government of Argentina is to ban all activities which tend to control births according to a recent *Buenos Aires Herald*.

There will be controls on the sale of all types of contraceptives and a doctor's certificate in triplicate will be required for oral contraceptives, says the report.

The government feels that "non-Argentine interests promote ways of life which are not in keeping with the destiny of a great nation." Those interests, apparently, "distort the fundamental maternal function of women and distract young people from their natural duties."

Attack on 'ineffective' drugs still marketed in UK

Bradasol lozenges, Benylin expectorant, Sinaxar, Hydergine and Probanthine are named in a front-page *Guardian* article on Monday as being drugs regarded as "ineffective" by the US Food and Drug Administration but still marketed in the UK.

The article, under the title "Britain buying 'ineffective' prescription drugs in Adam Raphael, states that "American and Swiss pharmaceutical companies are selling 'ineffective' prescription drugs in Britain which have been withdrawn from the United States market." The finding had emerged from a "comparative study" conducted by the *Guardian* of international drug standards. "Nearly a quarter" of the 400 drugs ruled by the FDA to be lacking evidence of effectiveness, "and thus subject to mandatory withdrawal", are still on sale in Britain, says the author.

Review needed

The American ratings suggest, the article continues, that some of the claims made for older drugs in this country "are in need of urgent review though all have had prior approval from the British Committee on Safety of Medicines." An analysis of FDA-rated drugs on the British market, the article later claims, reveals that "nearly 14 per cent lack evidence of efficacy for all conditions which they claim to treat" and so would have to be withdrawn in the US. More than half, moreover, "have been declared to be lacking evidence of efficacy for some claims while barely 18 per cent have been ruled fully effective."

The FDA's rating of Bradasol lozenges is said to be "lacking substantial evidence of effectiveness for all the conditions which it claims to treat." Ciba's marketing services manager is quoted as saying he was unaware that the drug had been withdrawn in the US, but there was no intention of doing so in Britain.

Benylin expectorant is described as "one of the most frequently prescribed cough medicines in Britain" — more than 5½ million prescriptions were written in 1968 "at a cost to the NHS of about £500,000". Although the FDA ruled "that it lacks evidence of effectiveness for all the conditions it is claimed to treat", it is still on sale in the US because Parke Davis have appealed against the ruling. A spokesman for the company is said to have stated that further clinical trials were being carried out to support claims made for the preparation.

Armour's Sinaxar is said to have been withdrawn from the US market following the FDA's rating "that it lacks evidence of effectiveness for all the conditions it claims to treat". The FDA's rating for Sandoz's Hydergine is said to be "lack substantial

evidence of efficacy for some indications, possibly effective for other indications", and that for Searle's Probanthine: "lacks evidence of efficacy for some indications, possibly effective for others". Probanthine with Dartalan and Hydergine continue to be sold in the US, but claims will have to be modified, or further evidence provided of efficacy, the article declares.

Dr Andrew Herxheimer, editor of *Drug and Therapeutics Bulletin*, is said to have estimated that "between 20 to 40 per cent" of NHS prescriptions were placebos. According to a survey of NHS drug usage "the cost of just 10 drugs rated by the FDA as 'ineffective' was more than £2 millions in one year." The article records that the Propolist, which incorporated the work of the old Standing Joint Committee on the Classification of Proprietary Preparations, was terminated by the Department of Health three years ago on the grounds of economy.

The often advanced argument that the FDA's rulings have been unfair and capricious "does not in general appear to stand up to examination" — correlation between drugs rated poorly by the FDA and the now defunct British classification study is "close".

The Association of the British Pharmaceutical Industry claim that the US ratings are controversial. "The effect of a drug, can only be assessed properly by a doctor's observations in practice." Asked whether, by failing to include FDA evaluation in promotional literature, its members were not breaching the code of practice clause that claims for a product must be based on an up-to-date evaluation of all the evidence, the ABPI spokesman is quoted as saying that the matter was one of interpretation, which would need to be considered by the ABPI's code of practice committee.

Medicines Commission 'not concerned'

Until recently, British authorities were not concerned with the efficacy of drugs except where safety was concerned, the article claims. In its last report, the Committee on Safety of Medicines announced that evidence of efficacy would be required in future for all new drug licences. But "this policy will not affect for many years the thousands of drugs already on the market to which licences have been issued".

The committee's medical assessor, Dr David Mansel-Jones, is quoted as saying that although there were admittedly some drugs being sold which were relatively ineffective, there was no drug on the market whose benefit-risk ratio was unfavourable.

The individual drug companies, for the most part, rest their case on the fact that they are fully entitled to continue to sell their products in Britain so long as British

regulations permit it, the article states. Without exception, they dispute the validity of the FDA rulings, and claim that the drugs they are selling in Britain are effective, "even though evidence of the type demanded by modern medicine does not exist".

Other preparations the article claims to have been withdrawn from the US market include Upjohn's Albamycin T, Albamycin GU, Cordex and Kanamycin; SKF Miopressin; Squibb's Rautrax; Robin Donnagel with neomycin; Roche's Thiorin; Pfizer's Sigmamycin; Warner Biomydrin; and MSD's Cremosuxidine, Sulfasuxidine and Cremomycin. Organon are to withdraw Stenediol from the British market next month, but are said to have denied that the FDA's "ineffective" ruling had influenced the decision.

A spokesman for Organon Laboratories told *C&D* this week that withdrawal of Stenediol was "being considered" at the moment.

ABPI replies

A spokesman for ABPI told *C&D* that the story was based on the findings of a review carried out in the US in 1967-69 by the National Academy of Sciences and the National Research Council on behalf of the Food and Drug Administration into products introduced before 1962. The study did not involve any scientific investigation or research but was based solely on an examination of the literature and information provided by the manufacturers. Medicines branded as "ineffective" were classified as such because there appeared to be insufficient scientific evidence of effectiveness. In these cases it would be equally valid to say that there was no scientific evidence of "ineffectiveness".

On Tuesday the *Guardian*, in another front-page article, reported that Labour MPs were alleging that the pharmaceutical industry "played a major role in axing the only study of the effectiveness of prescription drugs on the British market. Demands that the Government should convene the Macgregor Committee, disbanded in 1970, "will be made at next week's meeting of the Parliamentary Labour Party's health group".

Labour MPs claimed that the Committee's foundations "had been whittled away by constant attacks from the drug companies, and those in the medical profession allied to the drug industry" according to the article.

The annual cost to the NHS of "relatively ineffective" drugs is estimated at "just over 15 millions" the *Guardian* reported on Wednesday. The figure "which was advanced by drug industry sources in an attempt to put into perspective the row why drugs banned in the United States continue to be sold in Britain", is based on estimates made by the Macgregor Committee.

An "ironic footnote" to the Committee's winding up in 1970 "is that a number of drugs such as tonics and multivitamins which are banned by the Independent Broadcasting Authority, from being advertised on television, continue to be prescribed in volume under the National Health Service", the article adds. (See Comment p 601)

VAT relief on aids for the disabled

The Value Added Tax (Aids for Disabled) Order 1974, effective June 1, gives effect to the Chancellor's Budget Statement to remove VAT from certain essential aids for the disabled.

The purpose of the Order is to zero-rate certain aids and appliances when supplied direct to chronically sick and disabled persons for their own domestic use. Hitherto these could be supplied free of VAT only through the National Health Service or, for many minor appliances as well as all drugs and medicines, when dispensed by a pharmacist on a doctor's prescription.

Patients will still be able to obtain goods in these ways as well. Hospitals, registered nursing homes, institutions and local authorities will continue to receive supplies tax paid.

The relief is limited in *all* cases to supplies made to chronically sick or disabled persons for their *domestic* use. Zero-rating of medical and surgical appliances in the new Item 2 of Group 14 applies only to appliances which have been designed solely for the relief of persons who suffer from a severe abnormality or severe injury, and is subject to a doctor's certificate. The articles listed in the new Item 3 are zero-rated on written statement given by the person for whose personal use the equipment is needed.

Clinical judgment

The relief for appliances is linked to the clinical judgment of a doctor. Thus *any* appliance which meets the requirements of Item 2 is zero-rated, rather than specified articles (as was the case with purchase tax).

To be eligible for zero-rating the aid or appliance must be designed solely for the relief of severe abnormality or severe injury, must be intended for the patient's domestic use to relieve his condition and the supply must be supported by a doctor's certificate stating the patient's name. Unless these criteria are met, the article remains chargeable at the standard rate.

Interpretation of the terms is set out.

Among appliances which are zero-rated when the conditions in Item 2 are wholly met include footwear specially designed to meet severe abnormalities of the foot; wigs for invalids; kidney machines; iron lungs and heart machines; artificial limbs, invalid chairs, invalid carriages designed for use on the footway, spinal carriages; enuresis appliances; Nelson knives and forks, cutlery with built-up or extended handles; pick up sticks, lazy tongs, stocking aid dressing sticks; safety reins for patients in beds or wheelchairs, waist belts; colostomy and ileostomy belts; walking frames, adjustable walkers, stair half steps;

foot arch supports, splints, spinal jackets, callipers, trusses; toothbrushes and safety razor holders with built up or thickened handles specifically designed for invalids.

Among those articles which are zero-rated when the conditions of Item 3 are wholly met include mobile toilet commodes, commode chairs, commode stools, patient lifters and hoists; chair lifts and stair lifts designed for use in connection with invalid wheel chairs. These were exempt from purchase tax. To obtain zero-rating a written statement should be made by the person that he is under a named doctor's care and requires the appliance for his personal use.

Hearing aids, dentures, spectacles and contact lenses are specifically excluded from the zero-rating and remain taxable at the standard rate. However, they are all exempt from VAT when provided in connection with a medical service (Item 1 of Group 7 of Schedule 5 to the Finance Act 1972).

□ Talks have begun between industry and Customs and Excise about the implications of introducing differential rates of VAT.

Appeal overturns 'colour' trade mark ruling

Colours applied to pharmaceutical capsules and "pellets" cannot be registered as trade marks, the Appeal Court ruled on May 8. Applications by Smith, Kline & French Laboratories Ltd to register a range of capsules, with a colour at one end and filled with multi-coloured "pellets", had been approved by Mr Justice Graham in the High Court last June. But his decision was reversed by the Appeal Court on an appeal by opponents to the registration, Sterling-Winthrop Group Ltd.

Lord Justice Lawton said that the applicants must show that their colour patterns came within the ordinary meaning of the word "mark". He did not think they could do so. "The appearance of an article is something different from a mark upon it," he said.

Lord Justice Russell and Lord Justice Buckley agreed that the appeal be allowed, with costs. Smith, Kline and French were granted leave to appeal to the House of Lords.

Wellcome's trimethoprim patent extended

The patent for Wellcome Foundation's drug trimethoprim, expiring this year, was extended for four years by the High Court on Monday. Mr Justice Whitford said that research on the drug had started in 1942, but because of problems in research, clinical testing and other factors, the drug did not reach the market in Britain until 1968 and in the US in 1973.

The patent was "extremely meritorious" and the resulting bacterial compound was effective where penicillins and other antibiotics failed. This was because it was used in connection with sulphonamides. The active ingredient was being made in half a dozen countries in the world, including China.

So far, for all the work expended on the product since 1942, the Wellcome Foundation had obtained between £400,000 in this country and £1,000,000

Cumulative Price List returns next week

During April the *Chemist & Druggist* weekly price list service published nearly 2,200 new or changed prices, again surpassing the total provided by any other service.

Believing that the subscriber needed as many prices as soon as possible, we withheld the cumulative list to achieve that aim.

We realise that the dropping of the cumulative section caused some problems, but the praise we have received for our standard of service confirmed that we had accurately interpreted our readers' requirements.

With the continuing inflationary situation it was evident that we should attempt to revise our production schedules and with the collaboration of our computer operators and printers, we have done so to enable us to revert to cumulative lists.

Subscribers have received the May list and the "up-dating" issued with *Chemist & Druggist* dated May 11 which should be retained for the life of the May list. That list together with the "up-dating" and the current week's price list will in future provide users with the most up-to-date information.

throughout the world to cover the research and other costs over 32 years. That was not enough to enable the Foundation to make a profit on the drug which was of considerable value to mankind, and on the best estimate possible, four years would give them the opportunity to recover their costs and make a reasonable profit.

London Group Executive

The Area Chemist Contractors mentioned below have jointly formed an executive committee to be known as London Group Pharmaceutical Executive. The chairman and vice-chairman of each of the committees are respectively: **Camden and Islington**, A. J. Edwards, J. G. Iles. **Kensington, Chelsea, and Westminster**, H. J. Newitt, B. J. Masters. **Greenwich and Bexley**, G. O. French, J. G. Blaney. **Lambeth, Southwark, and Lewisham**, J. P. Lewis, D. B. Basu.

Chairman of the group executive is B. J. Masters and Vice-chairman, G. O. French. Secretary to the five committees is E. Weyman, 4th Floor, Addison House, 32, Chart Street, N1 6EF.

Fire destroys NI pharmacy

Boyd's Chemists was one of three shops totally destroyed by a fire which broke out in a row of shops in Main Street, Newcastle, co Down, Northern Ireland, last week.

The fire started about 8.30 am. Fierce winds fanned the flames and spread the fire which was still raging at lunch-time. The blaze is believed to have started in an electrical shop as the result of an electrical fault igniting gas cylinders, which then exploded.

People

Mr Laird Parker, BSc, MPS, has been appointed an honorary sheriff of Renfrewshire and Argyll. Mr Parker was in business in Oban for 35 years before selling his pharmacy at the end of 1972.

Mr Bernard Porter, MPS, of Canterbury, has been elected deputy mayor of the new Canterbury city council. Councillor Porter was a member of the old City Council from 1961 and mayor of the city in 1966 and 1967.

Mrs C. A. Nunn, who has completed 43 years service with Radiol Chemicals Ltd, has retired. Radiol was a very small business when Constance Nunn joined as an office girl. Her abilities and financial capacity marked her for promotion. She became company secretary in 1940 and was appointed to the board in 1961. Since then she has had an overall responsibility for controlling the financial affairs of the company. Mrs Nunn is about to visit Australia and at a recent farewell party was presented with various gifts from the company and the staff.

Mr H. J. Deeny, MPSNI, 166 Divis Street, Belfast, celebrates fifty years as a registered pharmacist this month.

Mr Deeny served his apprenticeship with Davidson & Hardy, Castle Place, Belfast. He qualified in Dublin in 1924 as a licentiate of the Pharmaceutical Society of Ireland and came on to the Register of the Pharmaceutical Society of Northern Ireland in 1925 on the formation of that Society. He opened a pharmacy at Divis Street and has been in business in the same shop for the past 48 years. He still attends the pharmacy regularly each day.

Deaths

Bramley: On May 10, Mr Thomas Geoffrey Bramley, MPS, 7 Fore Street, Bodmin, Cornwall. Mr Bramley qualified in 1929.

Flockhart: On May 5, Mr Robert Laurence John Flockhart, MPS, 7 Grange Road, Bearsden, Glasgow. Mr Flockhart, who died while playing golf at St Andrews, qualified in 1931.

News in brief

□ Volunteer student athletes at Leeds University are to take part in a study on the effect of anabolic steroids on athletic performances.

□ A spokesman for Kodak Ltd, Station Road, Hemel Hempstead, Herts, said on Tuesday that Kodachrome and Kodacolor processing were not at that time affected by union disputes reported in the Press.

□ The cost of hiring films from the Central Film Library has been increased as from May 1. A 16mm sound black and white film will be charged £0.60 for the first day and for colour £1.00.

□ A "great service" could be done by legalising cannabis, taxing it heavily and using the proceeds to finance university research, said Sir John Hackett, principal of King's College, University of London, last week.

Topical reflections

BY XRAYSER

Self care

There seems to be no end to the amount of care in evidence today. The latest example refers to the Panel on Self-Care, to which you drew attention in your leader of last week. That particular body "arose spontaneously", according to the chairman, Dr John Fry, who presides over a group which describes itself as "independent" and you very properly drew attention to the fact that the "spontaneity" failed to throw up anyone from retail pharmacy. But it were churlish to complain, for the body is an independent one and pharmaceutical interests should be well looked after by the presence of Dr T. C. L. Dale (medical adviser, Beecham Products Ltd), Dr B. A. Elliot (medical director, Miles Laboratories Ltd), Mr G. Teeling Smith (director, Office of Health Economics—a body set up by the industry itself) and Mr J. P. Wells (director, Proprietary Association of Great Britain).

Doctors, Professor W. J. M. Butterworth told a one-day conference, had only just started looking outside their door to see what patients do before they visit the surgery. He cannot have heard of the patient complaining of an ailment to his doctor, who asked him if he had done anything about it. "I went to the chemist" he said. "The chemist?" said the physician. "And what fool's advice did he give you?" "He told me to see you, doctor" was the reply.

Symptoms

It must be difficult for the pharmacist to know quite what to do, for Sir Derrick Dunlop (former chairman of the Medicines Commission, sometime Privy Council visitor to the Pharmaceutical Society's examinations in Scotland, and now a member of the board of Sterling-Winthrop Group Ltd—a man of versatility) doubted whether any public benefit would accrue from restricting medicines to pharmacists. The speaker said that self-medication—which, it appears, is a branch of self-care—was part of the routine of living and everyone needed to be able to treat trivial conditions without necessarily consulting a pharmacist or a doctor. Lay people, he said, could be expected to judge when a symptom needed medical treatment, but Sir Derrick did not indicate precisely what "a symptom" was. Fortunately, Sir Derrick is sufficiently well-known to make it wholly unnecessary for him to declare an interest.

Abuse

Much has been written and reported of the abuse of medicines. Now, the Council of the Pharmaceutical Society has said that medicines which are likely to be the subject of abuse should not be displayed for sale in pharmacies. Display, which is an offer for sale, can be interpreted as promotion, the report goes on, and that is not appropriate for the kind of medicinal products concerned. The "kind of medicinal product" the Council had in mind was one which might only be sold to the public from a pharmacy. It is recommended that storage should be in the dispensary or some other place out of sight of customers.

The day surely will come when display of *a//* medicines will be regarded as promotional and consequently undesirable. The Council's present statement will, the Council thinks, help to illustrate clearly to those who request the products that close supervision of sales is being exercised by the pharmacist. But again, such supervision should extend to all medicines. If it is not to do so, then the attitude of Sir Derrick Dunlop to the sale of medicines on a general sale list may be considered to have some justification. Our concern for public safety must extend beyond the Council's present objective.

BEST SELLERS FOR SUMMER



Two great names – six great products. Germolene Ointment, Footspray, Plasters and New Skin are household words. All Fresh Clean-up Squares and Baby Bottom Wipes – two new products that your customers are asking for more and more.

Stock them all – and give them maximum display value. There's heavy advertising to back you up. So make sure your customers see them. Make them *your* best sellers this summer.

BEECHAM HOME MEDICINES- BEST SELLERS ALL ROUND

Beecham's Powders
Tablets, + Hot Lemon
Phensic Tablets
Macleans Indigestion Remedy
Powder, Tablets
Iron Jelloids
Fynnon Calcium Aspirin
Tablets
Cephos Powders, Tablets
Ellimans Embrocation

Germolene Ointment,
Footspray, Plasters, New-Skin
Setlers Tablets
Veno's Standard and Honey and Lemon
Fynnon Salt
Dinneford's Gripe Mixture
Yeast-vite Tablets
Phosferine Tablets, Liquid
Fynnon Spa Bath Salts and Liquid
Beecham's Pills

All Fresh Clean-up Squares,
Baby Bottom Wipes
Eno 'Fruit Salt'
Germoloids Ointment,
Suppositories, Moist Toilet Tissues
Phyllosan Tablets
Ashton & Parsons Powders
Mac Lozenges
Night-nurse (Southern, London T.V.)
Diocalm Tablets

New products

Photographic

Developer for films and papers

Paterson Products Ltd have introduced a General Purpose Developer (FX-26) which has been formulated by Geoffrey Crawley to fill a need "for a single developer suitable for films and paper (250ml £0.59, 500ml £0.99, 1 l £1.72).

Paterson GPD is supplied as a concentrated liquid. It is diluted 1+19 for films, or 1+7 for prints. Used with films it is said to have a compensating action ensuring good exposure latitude. Grain and definition qualities do not match those of the special negative developers but Paterson say that the new developer will be found fully adequate for the small scale enlargements normally made from "universal" developed films. Negatives are clear and bright with low fog level and this claim is made even on high speed materials.

With papers Paterson GPD is said to give optimum base whiteness and a rich neutral black. If used at a lower dilution, such as 1+4, it provides a rapid finishing print developer. The instructions, which include development times for the most popular films, are printed on the bottle label (distributed by Network Technical Distributors Ltd, Radlett Road, Colney Street, St Albans, Herts).

Cosmetics and toiletries

Newcomers to Rimmel range

The Rimmel philosophy of providing as many women as possible with the widest range of colour cosmetics "to suit their pockets and personalities" is evident in the additions to their range for 1974.

The first new shade is Morello Sorbet a blue pink tone that is offered in the frosted opal nail lacquer (£0.34) and matching moisturised lipstick (£0.32).

The trend appears to favour the pearlised effect in lipsticks evident in the twist-up to (£0.27) and push-up (£0.16) lipsticks in the new shades—damson shimmer and toffee shimmer. Rimmel say toffee shimmer is "also with gold, for extra lip appeal".

New shades in pearlised nail lacquer (£0.20) are Jade Shimmer, Azure Shimmer and Damson Shimmer.

To give a "new look" to nails for providing a "jewel-like crystal clear effect" Rimmel offer Crystal lacquer in natural garnet, natural amethyst as well as in natural ruby.

The brown-red shades are predicted "to come into their own" this summer and the new Russet should prove popular. It comes in the Pearly Blush Stick (£0.32) the Individual Translucent Blush (£0.21) and the Pat-On Translucent Blush (£0.55).

Flow on Cheek Colour (£0.26) is really

a fluid range — again in a pearlised base is offered in three shades, Cheeky Bronze, Cheeky Rose and Cheeky Russet.

The Rimmel creamy eye shadow Collection (£0.31) contains the fashion colours, turquoise, lilac opal, sapphire, jade and indigo opal a subtle blue that in shading merges into grey.

Originally available in a collection form there are now six individual eye crayons (£0.27) — snow white, sky blue, silver fern, iced coffee, parma violet and sapphire glow.

An eye shadow in a fluid high pearl base is brush on lid lustre (£0.31) in four shades — lilac, lagoon, lupin and leaf. It is applied with its own "in-built brush".

Bringing the permutations to nine are two new eye shadow quartets (£0.36). One contains iced lilac, iced sky, iced blue and iced willow. The other, iced sky, blue mood, iced lilac and wild heather. There are two more eye shadow Duets (£0.36) the first contains iced sky and blue mood, the second iced lilac and wild heather.

Grape is a new shade in the Eyelash flatterer fluid mascara (£0.43) eye liner pencils, sea shimmer, coffee shimmer and lilac shimmer (£0.20) all provide a pearlised shimmer effect on the lids.

The double eye pencil sharpener (£0.17) is designed to sharpen the Rimmel eye liner pencils and also the Jumbo eye shadow pencils (Rimmel International Ltd, 17 Cavendish Square, London W1).

Miners summer look

Soft smudge and Kajal are two products introduced by Miners for their "summer look" this year Soft Smudge (£0.27), is a new type of eyeliner — a soft, pearly, dark grey powder which is applied around the eye with a dampened sponge applicator to achieve a "soft, smudgy" effect.

Kajal eye beautifier (£0.27), "outlines and defines the eyes without making them look too heavy" It comes in a tin containing an applicator and should be applied along the rim of the eyelids: full instructions are on the pack.

Miners have also introduced four "summer" floral fragrances they call "Moods" (£0.30). These are coloured wax perfumes, each in a small tin. The fragrances are — summer holiday, which has woody undertones; summer romance, a "feminine and floral" perfume; hot summer, with herbal tones; summer party with spicy undertones (Miners Makeup Ltd, Hook Rise South, Surbiton, Surrey).

Sun care preparations

Four new sun care products have been introduced by Estee Lauder. They are, sun bathing milk (£2.00), a greaseless lotion that moisturises the skin whilst protecting it from the sun's harmful rays. It can be used under makeup. Sun bathing milk (tinted) (£2.25), a variation of the ordinary sun milk, gives the skin a bronze glow plus sun-protection.

Sun block (£2.00) is designed for maximum protection for sun-sensitive skins. The beige cream which comes in a blue, plastic, mirrored compact, is recommended for use for those areas, such as lips, and around the eyes, that are prone to burning.

Lastly, "apres-sun" cooling moisture treatment (£3.00), is a vitamin-enriched



moisturising lotion to prevent drying, peeling and soothes the sting of sunburn (Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1X 0BH).

For the beach and snow

Dorothy Gray have introduced a range of sun and 'apres-sun' skin care products called Beach and Snow, suitable for use, say, for giving protection on the beach or on the mountain slopes. There are three sun products—a gel, cream and lotion—and one "apres-sun" product. They are packaged in lightweight, unbreakable tubes and bottles, in a distinctive chocolate brown and gold colour scheme.

The products are, sun gel (£0.75) for normal, young and oily skins. This is a cool, fragrant gel tinted pale amber to give a "healthy sheen" to the skin. Sun lotion (£0.95) for normal and dry skin is fragrance-matched to the gel and is claimed to ensure that the skin tans gradually and evenly without redness and burning.

Sun cream (£0.75) for very dry and sensitive skins is non-tinted and gives maximum protection to the skin that tans with difficulty. The after sun lotion (£0.95), is a creamy-white milk containing rich oils and emollients to be used on the whole body after a day's sun-bathing. The milk soothes and scents the skin and prevents drying (Gray Products Ltd, Marshall Road, Hampden Park, Epsom, Surrey).

Beverages

Drink for sportsmen

Accolade, a drink mix for sportsmen, is now available nationally from Niche Laboratories following successful launch through Boots and the sports trade in September 1973. Accolade (200g, 60p) supplies glucose and replaces electrolyte sodium, magnesium, potassium, chlorides and phosphate—lost in perspiration. One heaped teaspoon is added to a glass of cold water to produce a citrus flavoured drink and each jar is sufficient to make one gallon. The drink is being advertised in the sporting Press (Niche Laboratories Ltd, 225 Bath Road, Slough, Bucks).

elle

The Teen Scene Intimate Deodorant.



elle is the No. 1 brand in the teenage market –the fun-loving, fast spending 13-18 year olds.

elle has super trendy new packs.

elle is spending more than ever for 1974 –with whole-page colour ads. in Fabulous 208, Loving, Melanie, Mirabelle, Petticoat, Valentine.

elle has exciting promotions throughout the year.

elle gives you great bonus terms.

Your Crookes Anestan representative has full details.



Life is for living with Pharmaton sales

1973
Pharmaton
Capsule sales

*Pharmaton sales outstripped the market growth by 81% during 1973.

*Pharmaton is a chemist-only line.

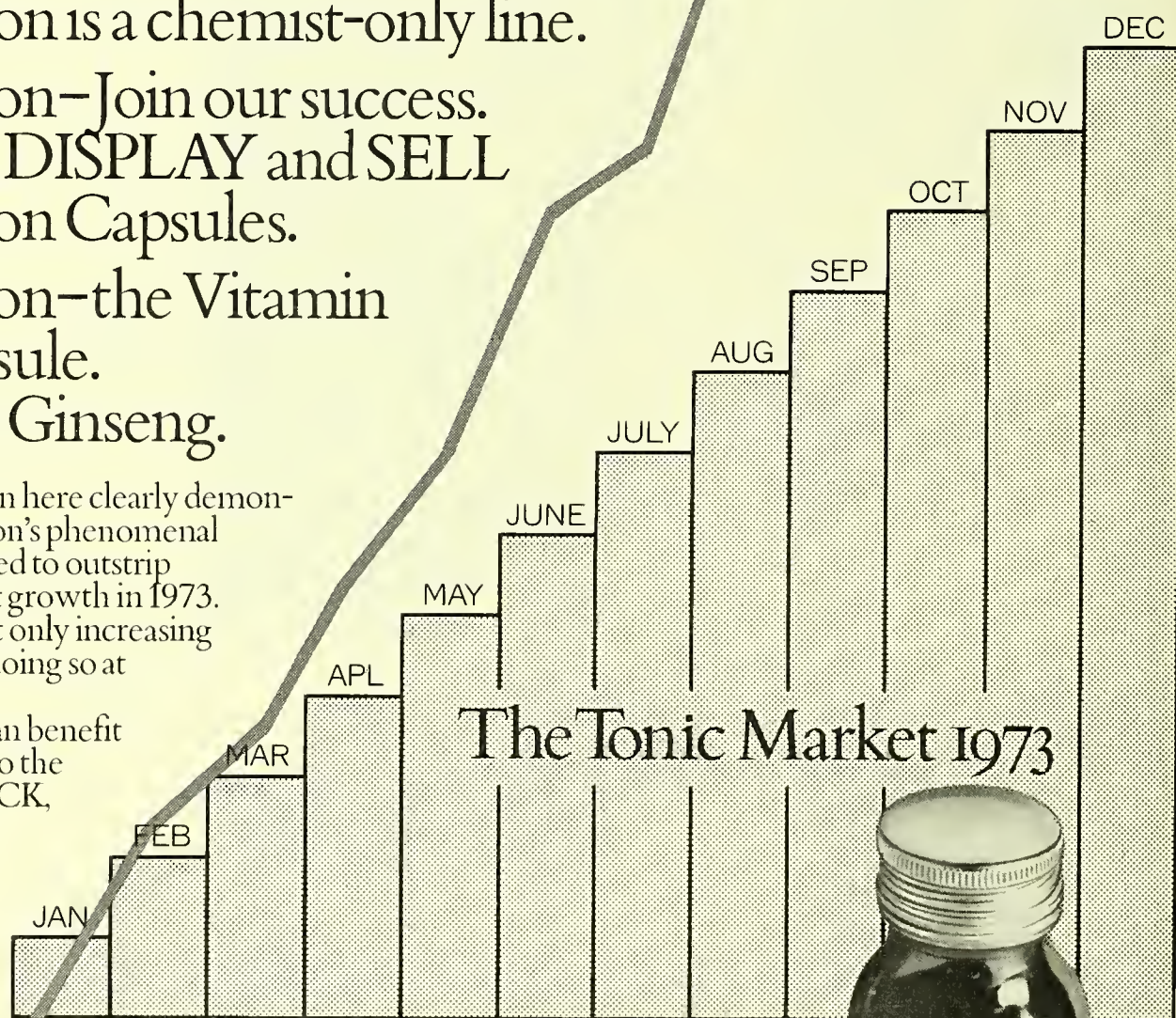
*Pharmaton—Join our success.
STOCK, DISPLAY and SELL
Pharmaton Capsules.

*Pharmaton—the Vitamin
Plus Capsule.
Contains Ginseng.

The graph shown here clearly demonstrates how Pharmaton's phenomenal sales growth continued to outstrip the total tonic market growth in 1973.

Pharmaton is not only increasing its market share, but doing so at an increasing rate.

Only chemists can benefit from this rising tide. So the message is clear. STOCK, DISPLAY and SELL Pharmaton—the Vitamin Plus Capsule that contains Ginseng.

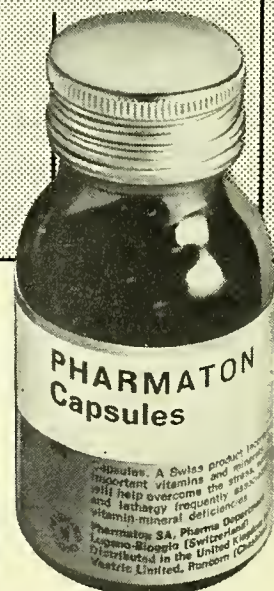


Pharmaton

The Big Profit earner for 1974

For further information on Pharmaton products, contact the Pharmaton Information Bureau, 6 Rosebery Road, London SW2 4DE.

Vestric Ltd are the main UK distributors for Pharmaton products.



Trade News

Care scheme in Northern Ireland

Since the NPU's Care chemist scheme was launched seven months ago, more than 40 per cent of Northern Ireland's 600 independent pharmacists have joined the scheme. The group expect further increase in membership next month when S. Haydock & Co Ltd, North Derby Street, Belfast, opens a 10,000 sq ft warehouse specially for Care, backed by a Care transport fleet.

To explain the situation, Haydock have invited some 300 independent pharmacists to three separate meetings next week at Belfast, Londonderry and Lurgan.

New packaging

Sterling Health Products are packaging the 100, 200 and 300ml sizes of Milk of Magnesia in high quality, blue pvc. The changeover from glass offers the consumer a lighter, unbreakable pack. The 30's bottle of Milk of Magnesia tablets will be replaced by a blister pack in a newly-designed cardboard outer and the 75 and 150-tablet bottles will be replaced by pvc bottles.

A 20 x 16 ins full colour, wallchart covering medicine through the ages is offered on the 100-ml bottle and 30 label pack and is available on receipt of 5p in stamps, from Sterling Health Products, Surbiton, Surrey.

Dana increase their price

Dana Perfumes Ltd, 7 Conduit Street, London W1R 9TG, regret to announce that their newly-launched Tabu eau de parfum will have to be increased in price to retail at £2.50. This increase has been brought about by a rise in the price of component parts for the new packaging.

Display competition

Prizes totalling over £500 are to be won in the Black Knight display competition by Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks. The makers have a selection of material available for the window or in-store displays, and the photograph entries will be judged by an independent design consultant on their originality, relevance to Black Knight and the impact on the consumer. The displays must remain in place for a minimum of two weeks, between June 10-August 3, and the competition closes August 19.

Free soup from Nutriplan

A free meal to slimmers is being offered by Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts, on specially labelled Nutriplan soups. The offer is for a trial pack of any of the new meals which include omlette mixes and mixed cereals with fruit and nuts. Pre-packed merchandisers are available.

Also from Smith & Nephew is a four-



tier, white plastic-coated display unit to hold the complete range of Nutriplan's meals for slimmers.

Biovital prizewinners

Results of the Biovital "pharmacy in the Common Market" quiz suggest that British pharmacists are generally quite well informed on the practice of pharmacy in the EEC, according to the judges. The quiz, organised by Dr Schieffer-International, Cologne and their UK distributors, Radiol Chemicals Ltd, consisted of 18 questions covering a variety of aspects of European pharmacy. Several pharmacists scored 14, 15 or 16 correct answers and nearly 50 per cent achieved a score of nine.

Three main prizewinners are Miss M. T. Unsworth MPS, proprietor pharmacist of Astley Pharmacy Ltd, Manchester; Mr P. Sachs MPS, pharmacist superintendent of Eastons Chemists, London E8, and Mr C. J. Gibson, BSc Pharm, who works at J. R. Jenkinson, Preston. Their prizes consist of all-expenses-paid weekend holidays in Cologne and the Rhine Valley. Cases containing six bottles of fine German wines have been awarded to the ten runners-up.

Sunquick on Southern

A television campaign is being launched on Southern television by Dana-Sunquick Ltd, Burley House, Marriott Street, Higher Hillgate, Stockport, Ches, for their range of Sunquick concentrated fruit squashes. The campaign breaks in May and runs for four weeks with daily 30-second colour spots shown at "peak housewife viewing periods". The commercial underlines the economy of Sunquick's "high" concentration.

Promotional pack

Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB, are currently offering a Gilt Edge promotional pack to the consumer. The pack offers a 255g size for the normal price of the 170-g pack (£0.31). Bonus terms to retailers are also available during the promotion.

Battery shaver advertised

The GT2 battery shaver from Remington Electric Shaver division, Sperry Rand Ltd, Apex Tower, Malden Road, New Malden, Surrey, will be advertised on television and radio this summer. The television

commercial will feature actor Richard O'Sullivan who will show the versatility of the shaver, using it "anywhere, any time, indoors or out", it will run from May 27 until June 22.

A radio commercial, aimed at the 15-24 age group, will be featured on Radio Luxembourg from June 17 until July 12, reaching, it is estimated, 55 per cent of men in this age group. Display material backing the advertising campaign, is obtainable from the makers.

André Philippe increase production

André Philippe are expecting to more than double their production capacity following the extension of their factory site. To match it, André Philippe Ltd, 71 Gowan Avenue, Fulham, London SW6 6RJ, are embarking on a provincial Press campaign from the beginning of June to run throughout the summer. Advertisements featuring the bubble bath products will be appearing in 95 provincial papers in the UK and Northern Ireland. The range will also be advertised on Capital Radio and London Broadcasting commercial radio stations. The summer edition of *André Philippe News* will be distributed to 14,000 UK and Northern Ireland chemists and stores and all home and overseas export houses as well as Embassies.

Travel size

Bonne Bell Ltd, York House, Empire Way, Wembley, Middlesex, are offering four of their products in an "introductory" or "travel" size. The products are, Ten-O-Six cleansing lotion (£0.25), shower 2000 (£0.25), shampoo 2000 (£0.25) and hair conditioner 2000 (£0.25). The smaller size is in a non-breakable, screw topped bottle and is ideal for travelling, say the makers. A display unit, which holds 48 of the product is available.

□ Bonne Bell Ltd, will be showing their range including Christmas products at the Central Hotel, Glasgow, from June 17 until June 20

Photographic catalogue

A 64-page colour catalogue of photographic products is now available from Photopia Ltd, Hempstalls Lane, Newcastle, Staffs ST5 0SW.

Japanese Cameras Ltd, Photopia Ltd, Paul Plus Ltd and Mayfair Photographic Ltd are the companies in the Photopia International Group which produced the catalogue. With a cover price of £0.20, the booklet features the products of leading names in photography including, Minolta, Miranda, Buer, Raynox, Regula, Soligor, Minette, Ge pe and Alpex, among others.

Paper-saving idea

To encourage the greater collection and recycling of waste paper from homes, Thames Board Mills Ltd, Purfleet, Essex, have produced a promotional campaign with the slogan "Save waste paper—save a tree". Thames hope the campaign will be taken up by local authorities to whom they will provide free, striking promotional material including posters, lorry banners, a press release and leaflets.

Polaroid's SX-70 the result of 15 years development and research

Polaroid's SX-70 camera and film system, announced this week, produces a colour picture which develops in daylight, with no film parts to be discarded after each exposure.

The system, says Polaroid, incorporates an array of chemical, mechanical, optical and electronic innovations "many of which involve completely new science and new technology". It is the culmination of 15 years sustained research and development.

Camera

The SX-70 camera (£109) is a folding single lens reflex camera made of a metal-plastic material encased in leather. It weighs 24oz and measures 7 x 4 x 1in when closed. The 117mm, f8, glass lens has four elements, the front one of which is moved for focusing in the range from infinity down to 10½in. The two-bladed electronic shutter automatically controls exposures for a broad range of lighting conditions, including some time exposures. Just above the lens there is a socket for flash and other accessories. The shutter release is coloured red and located next to the lens. Other features include a lighten/darken control, a film counter, and split image focusing.

The camera is opened to its operating position by pulling the viewfinder housing, found on top of the camera, upward. When opened, the camera's profile is roughly triangular, with the viewfinder a smaller triangle above. To close, a latched support is released and the camera pressed flat.

The reflex viewing system employs a mirror-folded light path through the camera, rather than the pentaprism of conventional single lens reflex cameras. Light entering the camera through the lens travels to a fixed mirror on the camera's back wall, and then is reflected to a flat grooved plastic surface just above the film plane. This Fresnel surface gathers and reflects the maximum light possible for transmission through the viewfinder to the photographer's eye. The viewing system carries the image from the horizontal Fresnel surface and presents it vertically, exactly as in the final picture.

The light rays pass from the Fresnel surface back to the top corner of the fixed mirror and out of the interior of the camera through a tiny hole. In the viewfinder the light beam encounters a novel plastic aspheric mirror. The non-spherical surface compensates for the fact that the light is striking it from below the mirror's centre-line. From the aspheric mirror the light passes through a low magnification eyepiece to the eye.

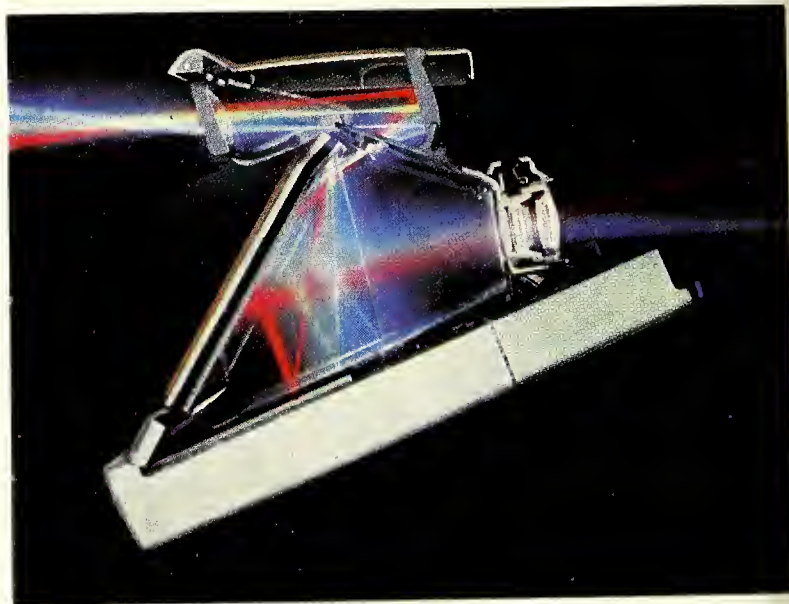
When the electric shutter button is

pressed to take a picture, the Fresnel carrier swings up against the flat viewing mirror. On the underside of the carrier is a second flat mirror for taking the pictures. Light from the camera lens is directly reflected from this mirror through the transparent surface of a film unit to make an exposure. After the exposure is made, the Fresnel carrier swings down and the shutter opens so that the photographer may view the next scene.

The shutter consists of two simple aperture blades, which slide by each other. The blades contain two sets of holes: a large set, which forms the aperture for the tak-

in, the electric eye is automatically disconnected, and the shutter remains open for 1/40 sec. The size to which the shutter aperture is allowed to open is controlled directly through the focus wheel of the lens. Thus, focusing on any specific distance automatically sets the correct flash exposure for that distance. Apertures for flash pictures vary from f90 for a subject at 10 in to a maximum of f8 for subjects at 15-20 ft.

To load a film pack, the film door under the lens is opened by pressing on a yellow bar at the right of the camera. The pack is inserted and the film cover



A cross-sectional view of the camera showing the light path

ing lens and a smaller set for the lens of the electric eye, which provides automatic exposure control.

The amount by which the blades are permitted to move past each other determines both the amount of light entering the lens, and the duration of time it can enter. Thus, the blades perform the job of both the shutter and the lens diaphragm of a conventional camera.

Exposure

When the red shutter button is pressed, an electrical switch is closed which sets in motion a complex sequence of events. The shutter blades close and the hinged "taking" mirror moves into the correct position. The shutter blades begin to open again to expose the film. The tiny photocell of the electric eye measures the amount of light coming in through the small set of holes in the shutter blades.

When half the total amount of light needed for correct exposure has passed through, the electronics automatically reverse the movement of the blades, closing them again at a carefully-controlled speed.

For flash pictures, the shutter works differently. When a flash unit is plugged

is then automatically ejected.

In 1.5 sec after exposure, the dry, hard film unit is driven out at the front of the camera below the lens, allowing a further photograph to be taken almost at once. The picture area slightly over 3in square, is at first turquoise in appearance but gradually the colour image begins to appear. The image continues to mature for several minutes until the development is complete, but the user does not need to time the process.

Film

There are 10 film units in each film pack (£3.65). Each film is an integral assembly of 15 layers and utilises new chemicals and stable metallised dyes. A unique thin battery is built into the film pack to power the camera's electronics — Polaroid say the camera's micro-circuitry is equivalent to several hundred transistors.

The film unit has two main constituents — a negative and a positive. The negative contains the dyes which, during processing, will physically migrate to the positive to form the colour picture. The positive sheet lies permanently on top of the negative, but is transparent. The negative



Different stages in the development process

thus exposed through the positive sheet.

The negative has three layers of light-sensitive silver halide grains. The layers are selectively sensitive the top one being primarily sensitive to blue light, the centre one to green, and the lower one to red. Below each silver halide layer there is a layer of dye in the form of a dye developer. The dye in each case is of a complementary colour to that to which the layer is sensitive.

The silver halide does not become part of the positive picture image as it does in black and white diffusion transfer photography. Instead, it selectively controls the migration of dyes through development. Those dye developers involved in development are trapped, and prevented from migrating to the positive sheet. The other dye developers, which have no developing job to do because their adjacent silver halides were not exposed, may migrate.

Both chemical and physical means are used to ensure that the migrating dye developer components are able to act only on the exposed silver halide grains located in the layer directly above them, and not on those in any of the other light-sensitive layers.

Development

During ejection, the film unit is automatically driven from the camera through two tiny steel rollers below the camera's shutter housing. The rollers rupture a small pod of each film unit, spreading reagent between the bonded negative and positive sheets. Opacifying dyes in the reagent form a kind of "chemical curtain" which shield the negative's still-sensitive layers from any further exposure to light. The "chemical curtain" is so effective, say Polaroid, that it can block "millions of times more light than is used to take the picture".

An alkali reagent penetrates all the negative layers and sets the processing in motion. The dye developers are activated and developer molecules spread upwards. Whenever an exposed silver halide grain is encountered, it is reduced to metallic silver. In this process the dye developer becomes trapped. Dye developers which encounter unexposed halides continue upwards.

Thus, blue light causes the yellow dye to be trapped in the blue-sensitive layer, while the magenta and cyan dyes are free to move on to the positive image-receiving layer. There admixture re-creates the blue of the subject photographed. In the same manner, all over the picture area the three layers trap and release dyes selectively to re-create the colours of the original subject.

When the alkaline reagent has pene-

trated a "timing" layer, it reaches the acid polymer layer, which causes the alkalinity to be neutralised, hence development is halted. The positive picture will have been built up in an image-receiving layer in the positive, and the opaque layer will now become transparent.

A third reagent, a small quantity of titanium dioxide, remains just below the finished image, forming a highly reflective base for the colour image and at the same time shielding the negative which has completed its function and should not be seen.

The rigid, self protecting structure of the film unit allows pictures to be stacked together, dropped on the floor or in sand, or even dipped into water or many other liquids without damage to the photograph, say Polaroid.

The speed of development is determined by the ambient temperature.

Flash Unit

A 10-shot flash unit (£1-30) has also been developed. The unit has 10 small, powerful flashbulbs mounted in two rows of five on the front and back of a single assembly. The bulbs are claimed to be able to illuminate properly subjects from 10½ in to more than 20ft away.

The flash unit fits into a socket above the camera lens.

The camera automatically finds and

fires the next "good" bulb facing the subject ("it will skip a dud").

Accessories

Other SX-70 accessories include:

☐ Type 114 Carrying Case (£9-94): carrying pouch and hand-strap made of the same leather as used in the camera.

☐ Type 113 Accessory Holder (£4-25): clips directly to the camera's flash socket and serves as a mount for a close-up lens, lens shade, etc.

☐ Type 120 Lens Shade (£2-00): shields the lens in bright sunlight, and fits into the accessory holder.

☐ Type 121 Close-up Lens (£5-75): for focusing from 10½ in down to 5 in, allowing objects to be photographed life size. It fits into the accessory holder.

☐ Type 111 Tripod Mount (£4-75): snaps directly onto the bottom of the camera so it can be used on a conventional tripod.

☐ Type 112 Remote Shutter Release (£4-25): for automatic time exposures up to 14 sec duration, the 18 in cable release plugs into the side of the camera's shutter housing.

☐ Type 132 Self Timer (£5-95): fitting into the socket on the side of the camera shutter housing, the timer causes a 12 second delay.

☐ Type 116 Compartment Case (£16-95): the "deluxe" carrying case. It is reinforced with steel, and covered with a durable, waterproof, brown vinyl covering, and is designed also to hold film, flashbar arrays and camera accessories. It can be used with either hand or shoulder strap.

☐ Type 125 Accessory Kit (£19-95): includes five accessories; a tripod mount, remote shutter button, accessory holder, lens shade, and close-up lens.

Polaroid (UK) Ltd, Ashley Road, St Albans, Herts are now at their new address.

The accessories come in distinctive boxes bearing the new Polaroid design



Trade News

Continued from p 609

Peaches and cream shampoo

Popular women's magazines, including *Woman*, *Woman's Own*, *Woman's Realm*, and *Woman and Home*, and the national Press, have been chosen by Columbia Products Co Ltd, Sherbourne Avenue, Binstead, Isle of Wight, to advertise their new Aronde peaches and cream shampoo. The 200-cc shampoo comes in a tall, drinking glass that has been designed for permanent use (£0.33).

Seton catalogue

A new 42 page catalogue has been produced by the Seton Group to provide comprehensive information on all their specialised surgical dressings, disposable plastic appliances and associated equipment. The catalogue describes 39 different products covering some 400 stock items. Copies are available from the Seton Group, Tubiton House, Medlock Street, Oldham.

Price Commission rejections

In April the Price Commission rejected increases sought by the Wellcome Foundation Ltd, on Ovigest and swine erysipelas vaccine. Increases sought by Unigate Foods Ltd on babymilks, the Nestle Co Ltd on milk products and Reckitt & Colman on Supersoft hairspray were withdrawn.

Agua Brava 'miniatures'

The Agua Brava after shave and concentrate distributed by Myram Picker Ltd, Hook Rise, Kingston By-Pass, Surbiton, Surrey, are now in a new miniature size. These "try sizes" have the same design as the larger sizes and are £0.35 for the after-shave, and £0.45 for the concentrate.

The makers are also, for a limited period, offering the 25-cc Agua Brava after shave and 2-oz bar of soap free with any two purchases in the range. This offer is exclusive to Boots.

Human placental lactogen test

The HPL immunoassay kit from the Radiochemical Centre, Amersham is said to provide a rapid and precise *in vitro* measurement of human placental lactogen levels in serum or plasma in the range 0.02-10 µg/ml (£15.00 trade, with reductions for larger quantities). Sufficient reagents are supplied to assay 25 samples in duplicate and the expiry date is usually at least six weeks from the date of receipt. Measurement of the HPL levels of patients with vaginal bleeding in the first trimester of pregnancy can indicate whether abortion is likely.

Rubinstein Christmas showrooms

Helena Rubinstein Ltd, 31 Davies Street, London W1Y 1FN, will be holding their Christmas showrooms at the following: The Post House, Southampton, June 17-20, Central Hotel, Glasgow, June 17-20, Hendon Hall, Hendon, June 17-20, Hotel Majestic, Harrogate, June 24-27, Royal Turks Hotel, Newcastle, July 2-4, Hotel

Nelson, Norwich, July 2-4, Grand Hotel, Brighton, July 8-11, Midland Hotel, Birmingham, July 8-11, Hotel Piccadilly, Manchester, July 15-18, Dragonara Hotel, Bristol, July 22-25.

Spring holiday closing

The following companies will be closed Monday, May 27, and will reopen at start of business Tuesday, May 28:

E. H. Butler & Sons Ltd, PO Box 55, Brunswick Street, Leicester LE1 2LL.
May & Baker Ltd*, Dagenham, Essex.
William Ransom & Son Ltd, Hitchin, Herts, will close from Monday, 27 until Friday, May 31 (inclusive).

* Urgent supplies obtained from Messrs John Bell & Croydon, 59 Wigmore Street, London W1.

Prescription specialities

SECHOLEX powder

Manufacturer Pharmacia (Great Britain) Ltd, Paramount House, Uxbridge Road, London W5 (distributors Farillon).

Description Each sachet contains 3g of the hydrochloride of polidexide (poly-[2-(diethylamino) ethyl] polyglycerylene dextran) (known as PDX chloride in clinical trials)

Indications Reduction of serum cholesterol levels

Contraindications Safe use in children has not yet been established

Dosage Adults only—3g to be taken 3 to 5 times daily after meals. The powder should be stirred into a half glassful of water and left a few minutes before drinking

Precautions Patients undergoing concurrent therapy with dicoumarol require more frequent monitoring as there is a likelihood of a decrease in anticoagulant effect. Secholex has been shown to reduce absorption of penicillin, to delay absorption of digoxin and nitrofurantoin but did not affect absorption of acetazolamide, tetracycline or warfarin. Secholex can be safely stopped during antibiotic treatment if absorption of antibiotic is affected.

Side effects Constipation and occasionally gastrointestinal distension

Storage In a dry place

Packs 50 foil laminate sachets (£6.50 trade)
Issued May 1974

Notes Secholex reduces serum cholesterol by binding bile acids in the intestine so they are excreted in the faeces instead of being reabsorbed in the usual way. This depletion of the bile acid pool is countered by synthesis of more bile acids from cholesterol. Secholex has been shown to reduce serum cholesterol levels by up to 25 per cent and when used with clofibrate, up to 39 per cent. Secholex is not absorbed by the gut or digested

MEDRONE acne lotion

Manufacturer Upjohn Ltd, Fleming Way, Crawley, Sussex

Description Pale yellow emulsion con-

taining methylprednisolone acetate 0.25 per cent w/v, sulphur (from colloidal sulphur) 5 per cent w/v, aluminium chlorohydroxide complex 10 per cent w/v

Indications Acne vulgaris, rosacea and seborrhoeic dermatitis

Contraindications Those applying to topical corticosteroids. Should not be used in large amounts or for prolonged periods in pregnancy

Method of use Apply sparingly once or twice daily

Precautions Avoid contact with eyes

Side effects If excessive drying or peeling of skin occurs, frequency of application should be reduced. Other less frequent side effects include erythema, itching, burning, hyperpigmentation and occasional allergic reactions

Storage Do not freeze, dispense in original container

Dispensing diluent Should not be diluted
Packs 25ml (£0.51 trade) and 75ml (£1.37)

Supply restrictions P1, TSA

Issued May 1974

Eldo-Sed

From May 31, Pharmax Ltd, Bourne Road, Bexley, Kent DA5 1NX, are discontinuing Eldo-Sed.

on TV next week

Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eireann; CI — Channel Islands.

Andrews Iiver salt: Ln, M, Lc, So, NE, A
Alberto Balsam conditioner: All except B, CI

Alberto Balsam shampoo: All except B, CI

Alberto VO5: Ln, M, Lc, Sc, WW, So
Askit: Sc

Body Mist: All areas

Bristows shampoo & conditioner: All areas

Cow & Gate baby meals: Ln, M, Y, So, NE, A

Cow & Gate Babymilks: Ln, M, Y, So, NE, A

Close-Up: All areas

Crest toothpaste: Y

Elnett hairspray: All areas

Fresh & Dry: All areas

Gillette G11: All areas

Harmony shampoo: All areas

Head & Shoulders: M, Sc, WW, So, A, U, We, B, G

Macleans Freshmint: All areas

Oil of Ulay: All except Ln, G, E, CI

Pears soap: M, Lc, Y, Sc, WW, NE, B, G, CI

Radox: All except U, E

Right Guard: All areas

SR: All areas

Sunquick: So

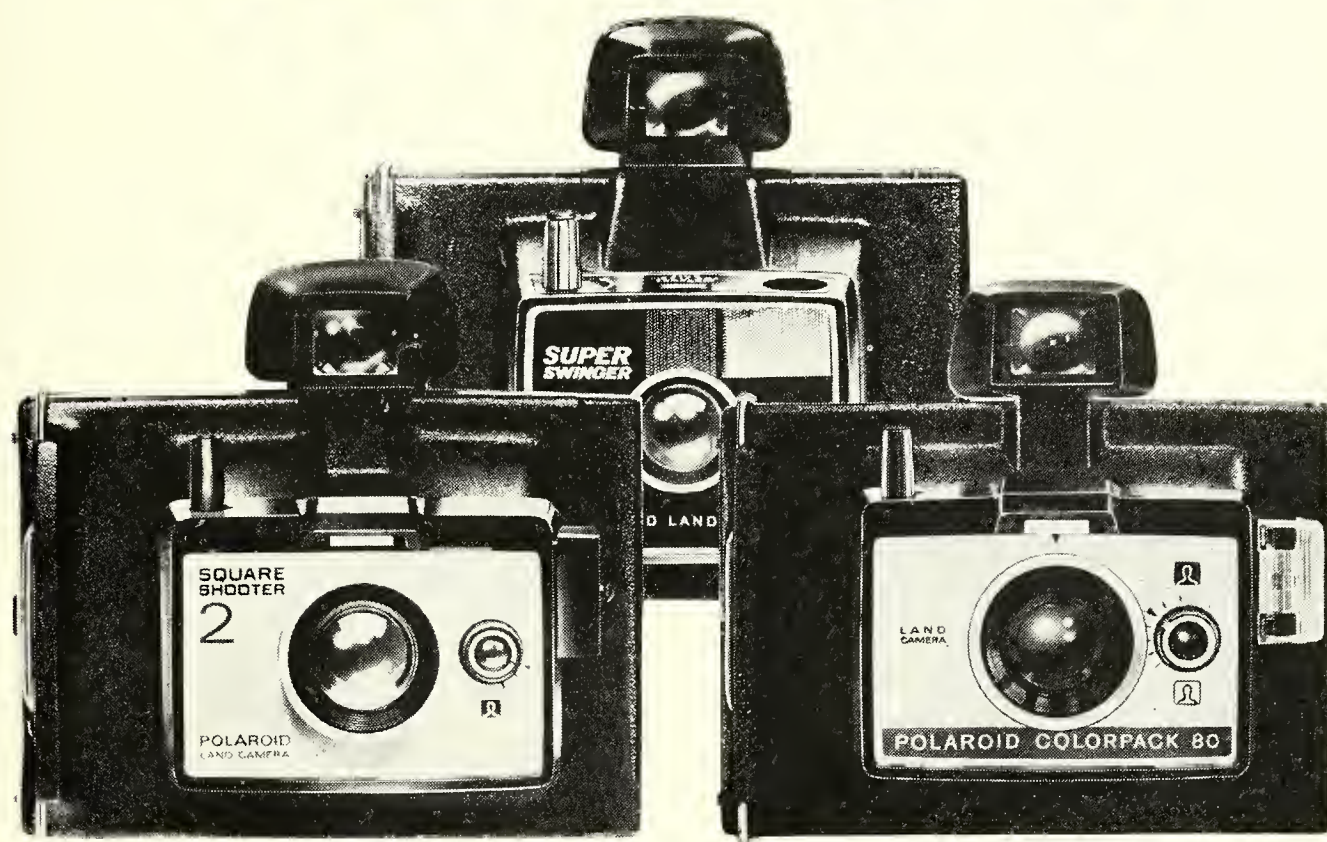
Sure: All areas

Three Wishes antiperspirant: All areas

Vosene: All areas

Wilkinson Sword Double Edge Blades: All areas

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Stability important in dispensed medicines

The importance of stability of dispensed medicines to the practising pharmacist was outlined by Dr G. Smith, lecturer in Pharmaceutics, Department of Pharmacy, Heriot-Watt University, Edinburgh, at a recent evening meeting of the Scottish Pharmaceutical Society. An abstract of his talk appears below:

There are three principal types of stability tests: Storage tests may be carried out under controlled stresses that represent the conditions expected during storage of the product. To simulate use of the medicine by the patient, further tests are sometimes performed in which the container is opened at appropriate intervals to remove the contents.

In "field" tests, the packaged medicine is sent by various means of transport to the countries in which it is to be sold and used.

"Accelerated" stability tests are carried out under controlled exaggerated stresses so that the rate of reaction is enhanced. The relationship between the rate of reaction and the stress is known in detail, and the stability of the medicine under "normal" stresses can be predicted.

Effect of low temperature

Storage at low temperatures usually enhances the chemical stability of drugs in aqueous solution. If solutions are frozen, however, the rate of degradation may be modified owing to partial crystallisation of the solvent and of one or more of the solutes. The marked fall in pH when aqueous buffer solutions of sodium hydrogen phosphate and disodium hydrogen phosphate are frozen has been exhibited for the stabilisation of homatropine eye-drops buffered at pH 7.4 (at 22°C). After storage at 20°C for six weeks, 41 per cent of the original content of homatropine was hydrolysed whereas at -10°C there was no evidence of hydrolysis after six weeks. At -10°C the pH fell to about 6 because of partial crystallisation of ice and disodium hydrogen phosphate; pH 3.6 is close to that of maximum stability of homatropine in aqueous solution. After the frozen solution had been thawed, the pH rose to 7.4. In the future other pharmaceutical applications of storage at low temperatures may be found. Care must be taken in the use of frozen solutions, however, because in some instances the rate of degradation may be much faster than at room temperature.

If a material is exposed to the air at a certain temperature and relative humidity it will gain or lose moisture until equilibrium is attained. It has been demonstrated that moisture could be gained or lost by powdered substances in contact with crushed gelatin capsules suggesting that the direction of moisture transfer depends

upon the relative hygroscopic nature of the gelatin and the substance. Thus if both drug and gelatin are allowed to attain equilibrium at the same relative humidity then a stable moisture-exchange state would be expected to result. But it has recently been shown that the moisture transfer between sodium cromoglycate-lactose blends and hard gelatin capsules is more complex. Moisture is transferred from the capsule to its contents during storage, although capsule and contents have been allowed separately to attain equilibrium at the same relative humidity. Sodium cromoglycate appears to act as a "sink" for moisture in the gelatin capsule. Other drugs might behave similarly and the effects may be important in the stability of capsules. The loss of moisture from capsule shells could lead to brittleness which might produce problems in handling. Accumulation of water in the encapsulated powder could result in chemical degradation, formation of hydrates and production of a "cement" in the capsule contents, which might affect the rate of dissolution of the drug and its bioavailability.

The presence of common Gram-negative bacilli in oral medicines is undesirable. *Pseudomonas aeruginosa* has been reported to be commonly found in magnesium trisilicate mixture, kaolin mixture, and other alkaline mixtures especially those containing peppermint water.

Water

The BPC requires the use of either drinking water freshly drawn from the public supply or freshly boiled and cooled purified water. Most BPC mixtures contain 0.25 per cent v/v of chloroform but the use of chloroform as an antimicrobial preservative for mixtures is fraught with problems. It is readily lost from mixtures in bottles opened several times a day for the removal of doses and its effectiveness is much reduced if its concentration falls below 0.1 per cent. The possible toxicity to the liver of chloroform water administered for prolonged periods should be considered. Other preservatives, such as alcohol, the hydroxybenzoates and benzoic acid also have limited applications. The use of 3-phenylpropanol (hydroxycinnamyl alcohol) as an antimicrobial preservative in mixtures has been suggested; further work is desirable on the applications of this substance which has a cinnamon-like odour and taste.

Stability problems in the use of plastics containers for tropical preparations, include permeability of gasses and water vapour through the walls, leaching of additives from the plastics into the product, sorption by the polymer of antimicrobial preservatives and other ingredients of the product,

and dissolution of the plastics by solvents present in the product.

The suitability of plastics containers for dispensed ointments and tablets has been investigated. Although relatively poor protection was given against the passage of water vapour, mainly because of the loose fit of the closures, the loss of water from test containers filled with cetrimide cream, stored for 28 days in a humidity cabinet at 25°C and 65 per cent relative humidity, was less than 2 per cent; British Standard 1679: Part 4: 1969 allows a maximum water loss of 3 per cent under the same conditions. This performance was considered to be adequate for a container intended for a few weeks' supply of a dispensed cream. In another experiment, there was no evidence of leaching of additives from the plastics containers into liquid paraffin kept for 7 days at 50°C. However, in an accelerated test with polystyrene containers, there was some evidence of sorption of chlorocresol from a 0.1 per cent solution kept at 50°C for 7 days; in two different containers, the loss was over 50 per cent. Other experiments have shown that the preservative was sorbed by the vinyl-faced cardboard liner rather than by the polystyrene. Such losses by sorption could lead to growth of micro-organisms in creams in which the initial concentrations of the preservative was adequate.

No 'shelf-life'

The direction in the BPC that a mixture or other medicine be "freshly prepared" indicates that the medicine must be made not more than twenty-four hours before it is issued for use. However, no limit is placed upon the shelf-life of the medicine after issue to the patient and the absence of such a limit has been criticised. More specific directions are given for those medicines which are required to be diluted to a dose volume of 5ml or 10ml. A diluted medicine may be less stable chemically, physically and microbiologically than the undiluted medicine. Unless otherwise indicated, such medicines must be freshly diluted and not more than two weeks' supply should be issued at a time; directions are required to be given on the label that the contents be discarded if not taken two weeks after the date of issue.

It has been suggested that the general requirement for diluted medicines to be discarded two weeks after issue be extended to all medicines that are required to be "freshly prepared".

The direction in the BPC that a medicine be "recently prepared" indicates that deterioration is likely if the preparation is stored for longer than a few weeks under temperate room conditions. The experience of some manufacturers suggests that most mixtures required to be "recently prepared" show little sign of deterioration after three months' storage, provided that they are kept in full, closed containers.

It has been suggested that medicines that are required to be "recently prepared" to be permitted to be kept in closed containers for three months before issue and that the contents be discarded by the patient two weeks after issue. Until more evidence is available on the stability of such medicines, however, the imposition

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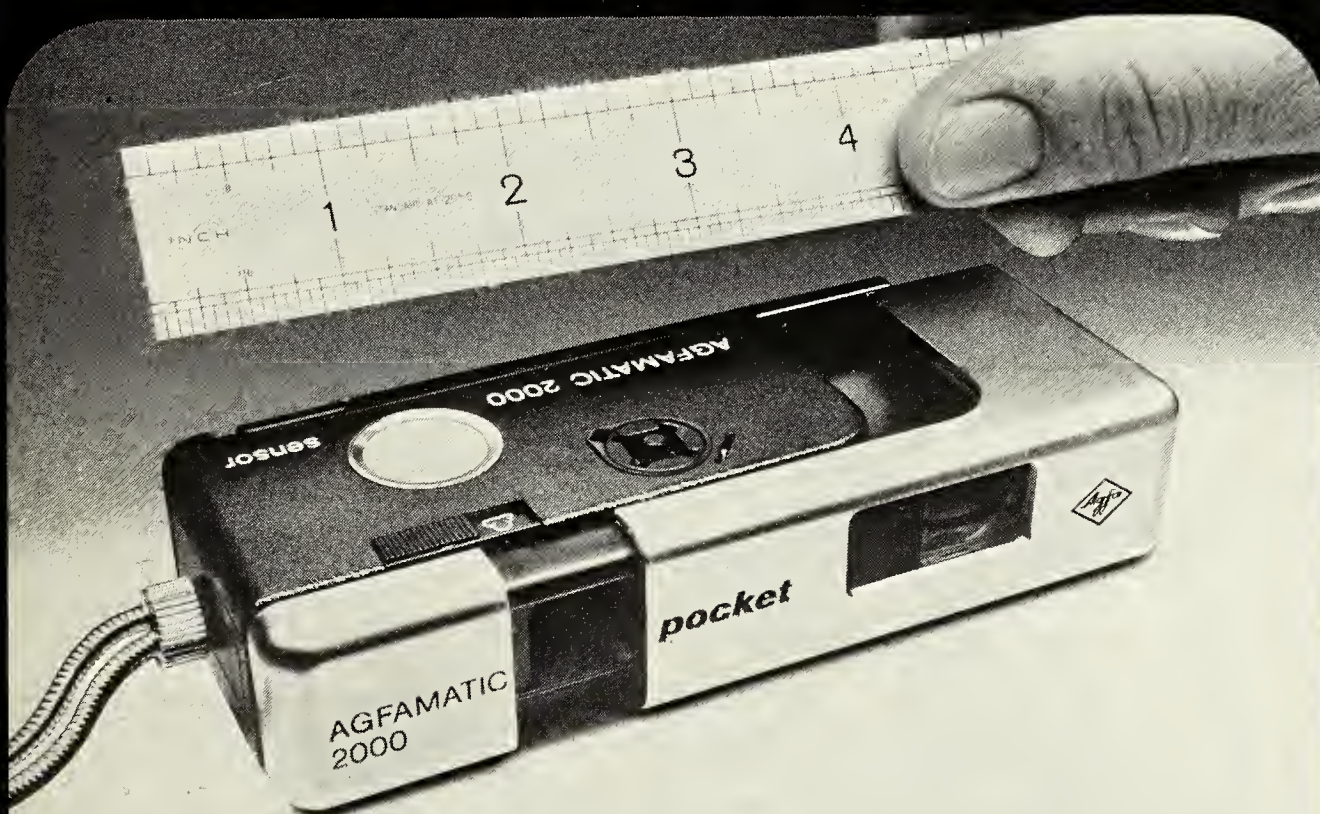


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Stability of medicines

Continued from p 615

of precise time limits of storage is difficult to defend. The need for mixtures to be bought ready-made requires reconsideration; if the stability is in doubt it might be wiser to prepare such medicines "freshly", that is within a day of issue. The use of powders for the extemporaneous preparation of certain mixtures is extensive and recognition of this approach might solve some of the stability problems involved and save time for the busy pharmacist.

Injections are required by the BP and BPC to be labelled with an expiry date and in the future it is likely that other products will be required to be so labelled, but such labelling has limited value unless the products are stored in accordance with the instructions given. The provision of several types of precise storage conditions would involve the pharmacist in general practice in additional costs which he would rightly expect to be recognised in his terms of service in the supply of medicines to the community.

The pharmacist can play a useful role with his knowledge of the stability of medicines. He can provide useful information to manufacturers and to BP and BPC committees by observing changes which occur during medicines storage. He can advise doctors, nurses and patients on such problems as addition of drugs to intravenous infusions and storage of eye-drops. He can also investigate problems arising in practice such as effects of unusual temperatures and other environmental conditions on BPC preparations, or the effects of storage conditions on bio-availability.

Polymers and their use in pharmacy

Dr A. T. Florence, senior lecturer, Department of Pharmaceutical Chemistry, University of Strathclyde, Glasgow, described pharmaceutical uses of polymers.

Water-soluble polymers are able to increase the viscosity of solvents at low concentrations, to swell or change shape in solution, and to absorb at surfaces. Insoluble polymers or polymers with a low rate of solution are used more to form thin films as film-coating materials, membranes for dialysis or filtration, surgical dressings or to form matrices for enveloping drugs to control their release properties, or simply as packaging materials. One application of both types is in the preparation of slow release tablets.

Expanding implants have been made of cross-linked hydrophilic polymers which imbibe body fluids and swell to a predetermined volume. The material eg polyglyceryl methacrylate (PGMA) is insoluble and chemically stable because of its three-dimensional structure. Implanted in the dehydrated state, PGMA swells to fill a cavity or to give form to surrounding tissues. The gels may be used as vehicles for antibiotics permitting protracted release of drug in the immediate environment of the implant. Antibiotic-loaded gels like this have been used in infections of

the middle ear and other sites not readily reached by other methods of administration. Surgical suture materials coated with antibiotic-containing hydrophilic gels acquire a chemotherapeutic role as they prevent the development of spread of infection along the suture fibre.

Hydrophilic contact lenses are made

from PGMA and have also been utilised as drug carriers. Conventional eye medication has been modified through the addition to formulations of viscosity enhancing agents, polymers such as hydroxypropyl methyl cellulose and silicones which prolong contact of drug with the cornea.

Country Counter

by a rural area pharmacist

Support for action on drug testing scheme

I gather from the Pharmaceutical press that several Area Chemist Contractors Committees have turned down the Drug Testing Scheme unless it applies to all dispensing. All credit and congratulations to those Committees. I only hope they manage to carry their Family Practitioner Committees with them. Although they may not get what they want the fact that they have drawn attention to the system in which pharmacists' dispensing is tested and doctors' is not is in itself a useful exercise. Any argument that we need testing in the interests of the public whose money is paid to us must surely equally apply to the doctors' dispensing and on the grounds of safeguarding against poor dispensing—one would have thought that pharmacists who are required to personally supervise all dispensing would have needed less testing than doctors who do not supervise. It was interesting to see at the London Conference of Pharmaceutical representatives how many committees had already taken this action without any apparent guidance from the Central Committee.

I read that Mrs Shirley Williams has stated that she could see the benefit of testing doctors dispensing—I only fear that this may be the "kiss of death". I would think that many delegates to the conference went home somewhat disappointed with it—sterile arguments on methods of election, and a poor discussion on the scheme for improved remuneration for small pharmacies formed an uninspiring ending to the day.

Annoying

Arising presumably from that conference my local GP came into the dispensary the other day waving a newspaper with an article under the heading "small pharmacies get £1 million"—I think he was looking for a drink. I know the scheme is being discussed but I find it a trifle annoying to see the details (most of which I suspect are wrong anyhow) in the Press before we have even decided on them ourselves. The doctor also brought in a circular concerning his remuneration for dispensing—it looked long and complicated but apparently doctors are now to be reimbursed for their drugs at the same prices as chemists are (a long overdue ruling since they have been paying at that rate for a year in my area and for longer elsewhere thus making a handsome extra

13 per cent oncost). I was, however, most interested to see that their oncost would be calculated as if they were buying the drugs at retail less 20 per cent. I wish I knew their negotiators—they certainly earn their money.

Rates

We have just received our rates bill—surely the time has come to find a better system than the present one for levying rates. In my case in 1972 the rates were £182; last year they were £357 and this year they are asking £559—a three-fold increase in three years. I lodged an appeal last year against my rating valuation, but I gather that the authorities are so overwhelmed with such appeals that they are unable to even suggest a date for appeals to be heard. I asked the Central NHS Committee about by rates and was told that the increase would be reflected in our remuneration after the next costs inquiry—I wish I could be convinced that I shall be repayed an extra £222 this year for rates I am sure I will not and it will all get lost in "averaging". City colleagues may say that they have had to face these sort of rates for many years—but such increases coming at a time of price controls will be one more factor in undermining the viability of rural pharmacies and will further reduce the numbers of them left.

What annoys me so much about rates is that one seems powerless to do anything about them—and how little sympathy one gets. If it is right for government to put in subsidies when the housewives bread bill threatens to go up 10p a week surely it cannot be right for government to put up a shop's rates by £4 a week. Ministers can stand up in Parliament attacking retailers' "excess profits" and make all sorts of orders controlling everything under the sun (or at least trying to) thus creating hard work and ill feeling for the retailer and at the same time impose staggering increases in retailers' costs. Rates are, of course, a tremendous burden to all businesses—but pharmacy has added problems because high rates (and high rents) could be driving pharmacies away from the areas where they are most needed seriously harming the service that can be given to the public. The doctors, of course, get round the problems much better because they have their rates (and rents) reimbursed. Could we learn from them?



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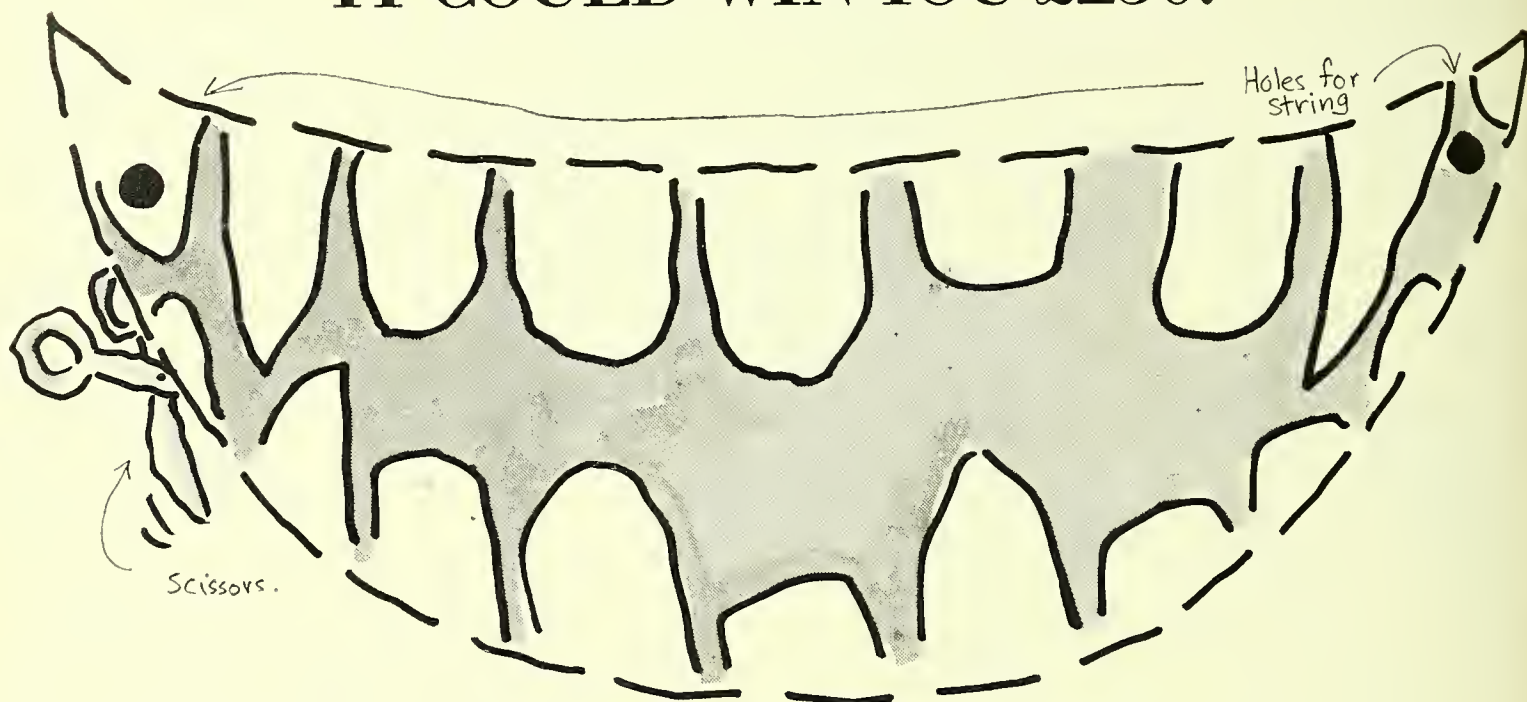
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Pharmaceutical predecessors in Colchester

by W. H. A. C. Whyte, MPS

In July 1841, three months after the British Pharmaceutical Society was founded, Colchester chemists founded their own Association with a meeting at the Three Cups Hotel, High Street. One object was to keep a wary eye on the proceedings of the London Society.

Quarterly meetings were agreed on and a lending library of scientific books started. With sturdy independence the Colchester Association expressed doubts about the competence of the London, or British, society and turned down a request from Jacob Bell for their members to join on the grounds that "it was not permanently organised as it had not obtained a charter." This did not deter them from accepting a gift of regular copies of the *Pharmaceutical Journal* from Mr Bell who continued to woo them. When the charter was granted and a further gift of £5 received from the British Society, they relented and joined.

In time the number of books in their circulating library rose to over 260. In addition to standard manuals of chemistry (Brand), chemical analysis (Parnell), materia medica (Pariera) and botany (Wilson), other titles included Braithwaite's "Retrospect of Practical Medicine & Surgery", "Physical Phenomena of Living Beings" by Carlo Malucci, Bell's "Reptiles and Crustacea", Yarrell's "British Fishes", "Sanative Influence of Climate" by Sir James Clark, and "The Intellectual Observer". After going the monthly rounds, copies of *The Athenaeum* and the *Art Journal* were readily snapped up by the members for a fee.

American colleagues

In 1871, when Mrs O'Leary, an Irish immigrant, tipped over her lamp one night on a visit to the cowshed to see how the calving was progressing, and set off the huge fire that gutted half the city of Chicago, Colchester chemists rallied to the aid of their American colleagues. To the library fund of the stricken university they forwarded £2 2s — equivalent to many pounds today — and copies of Muspratt's "Chemistry", Orr's "Circle of Sciences" and Lardener's "Museum of Science & Art" from their own library.

The first entry in the Association's cash ledger on July 2 1841 records receipt of the then substantial sum of 10s from each of the nine founder members, plus 3s balance of the Cups account. (It seems this figure remained after a "whip round" for refreshments.)

The early entries dealt mainly with subscriptions and fines levied for absence from meetings — a neat touch that would net a substantial sum today — and the settlement of the account of the book-seller. In October 1867 a further record of conviviality emerges in the form of

supper expenses and, later, "Supper & W". Dare we expand the W to wine? This festivity seems to have been appreciated so much that it reappears the following year to the tune of £2 5s 9d—high finance indeed.

Long before this, Colchester was served by the early apothecaries. One of the first of note was Robert Buxton of the Twisted Posts, High Street, whose sign resembled his proprietary eringo candy. He was Mayor in 1626 and again in 1645.

In the 17th century, when mainly high-value gold and silver coins were in circulation throughout the country, the shortage of copper currency caused great difficulty in trading. Traders produced tokens with their own design or trade mark stamped on the face. In Colchester, I could trace only one apothecary, Henry Lamb of St Runwald's parish, who issued his own tokens which had a bird with wings expanded on the one side and his initials on the other. Lamb was Mayor in 1662, 1669 and 1674, about the time of the dreadful plague in Colchester when the apothecaries, as in London, gained much prestige by supplying the sick.

Unusual names

When the Colchester Association was started, early local directories listed names under "Chymists & Druggists" that do not appear in the minute book. Among the non-members I would have placed Naph-tali Goose as an Indian had I not observed many other unusual — to us — Christian names of the period: Abithai, Ananias, Ichabod, Mordecai, and Vicessimus. The name of one lady, Charlotte Dickenson of St Botolph's Street, appears in the directories as a chemist and druggist, but she also was not a member. Did the male chemists feel that a woman was not capable of partaking in their weighty discussions or would she have none of them?

The 25th anniversary of the Association was celebrated at a dinner at the Cups in 1866, but because the centenary fell in the middle of the second World War in 1941, we had no time or food for celebrating.

Items of interest occur regularly in the old minute books. A Bill before Parliament to introduce decimalisation of weights and measures was given searching study in 1863, the members finally concluding that "though they had no objection to decimalisation in principle, they would prefer no alteration to the present system until the substitute was sufficiently perfect in its details."

In 1894, the report that a branch of a "drug company" had been established in the town caused flutters in the pharmaceutical doves and the president and secretary were requested to watch proceedings and report any interesting moves.

I do not think Messrs Boots were to blame, but a break in meetings then occurred until the Association was re-established in 1909. By 1912, relations had improved sufficiently for Boots managers to be invited to membership.

One reason for adding Boots' weight to their discussions may have been fear of the effects of Lloyd George's National Insurance Bill. Lively meetings were held, MP's interviewed, letters exchanged with the Pharmaceutical Society and Essex Pharmaceutical Association, and a sub-committee met with a similar one from local doctors for mutual support.

In later years, through the pressure generated by the rapidly changing face of retail business, it became doubtful whether small pharmacies could survive in main shopping streets. In October 1953, I made the last entry in the minute book. The Association was not wound up, but its business was first transacted at meetings of the NPU branch and finally merged into the affairs of the branch of the Society.

I hope I have given the impression that our forefathers were a credit to the profession. With the slaughter of the private chemist complete in the centre of our town, one may even speculate on "were those the days?"

Books

Wonderful Herbal Remedies

W. D. Walters, MPS. *Celtic Educational Services Ltd*, Swansea. 8½ x 5in. pp 202. £1.50 (£1.65 by post).

The author qualified as a pharmacist in 1927 but it was not, he admits until he "reached middle age" that he became interested in herbalism.

The remedies included under each monograph first appeared as a series of articles written by this author. But pharmacists while finding these useful for inquiring customers, are more likely to benefit most from the botanical information given for each plant. There are few up-to-date books on the subject available and to find one written and compiled by someone with a pharmacist's training and background makes it the more interesting.

Drug Treatment in Intestinal Helminthiases

A. Davis *World Health Organisation* (UK agents HM Stationery Office). Pp128. 6½ x 9½in. £2.40.

The book contains a summary and analysis of the information available in the recent literature on anthelmintic drugs. Information given includes chemical characteristics, range of activity, pharmacology, mode of action, dosage, adverse reactions and contraindications of the drugs now being used or being tested for the treatment of intestinal helminthic infections. Factors that affect the evaluation of drug efficacy, the place of chemotherapy in the control of intestinal helminthic disease, treatment of multiple infections and drug combinations are also discussed.

The written word

by Ian Ballestar*

It was not at first my intention to devote this article to the subject of lettering, but on observing a number of pharmacies I realised with concern that this was a matter which should be given some priority. The truth is that not nearly enough care is taken about the source and types of lettering we use in our windows and as, when all is said and done, our tickets and showcards are our visiting cards to our public, we cannot afford to treat them in a cavalier manner.

We are, of course, flooded with printed material by manufacturers. Some is good, some appalling. A great deal of money is spent on it by national advertisers but little sees the light of the shop window.

First we should study the kind of trade we are trying to attract, then carefully select the kind of publicity material suitable for that trade. We should, I think, always have our own personal showcard in a display — something which addresses the public on behalf of the shop itself rather than on behalf of any supplier. The reason is that the general showcard distributed and broadcast among chemists is a national appeal by a manufacturer: interesting perhaps in a broad way, but lacking the personality of a direct appeal from the shop owner to the public of his locality.

Care, not skill

To make such a showcard is not at all difficult. Obviously one must have the right materials to work with, but these days lettering depends not so much upon skill as upon care and accuracy. With the facilities offered by some of the display lettering firms we can produce professional-looking cards (and price tickets) with some lettering in relief, and other lettering in a variety of wonderfully clear transfer characters.

Figure 1 shows a layout for a simple spring showcard. The title heading in bold letters can be composed using either cork relief (Graforel) or transfer letters like Letraset. Secondly we need a block of descriptive matter, prepared with transfer lettering of a smaller size. This is the actual message to the public. At the bottom are two lines for the name of the firm. (This is very important — it is amazing how many people look into windows and never realise whose windows they are!) Finally, a small group of cutout paper flowers stuck haphazardly in the corner give the card a certain atmosphere.

The idea is simple, it costs next to nothing, but it is *your* personal address to *your* public.

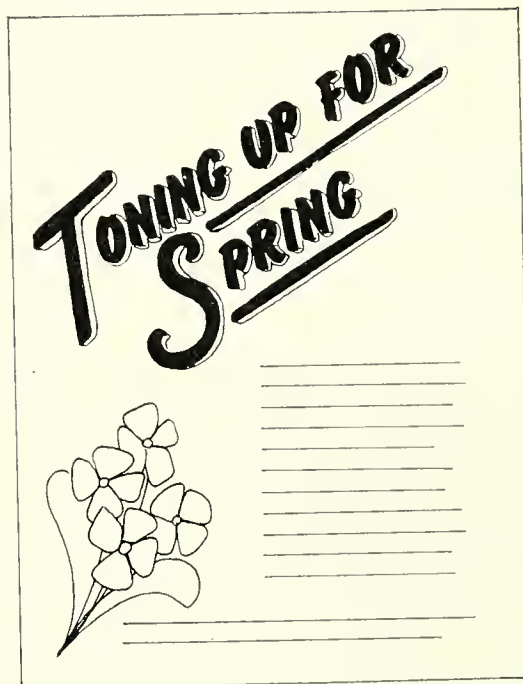
Figure 2 shows examples of modern

lettering, again of the transfer type. These are in Letter-Press. Both Letraset and Letter-Press have excellent ranges of dry transfer alphabets as well as sheets of all manner of symbols, figures etc with which to make signs and cards with a really professional appearance.

I deplore the habit of sticking posters and streamers all over the window glass. This seems quite ridiculous when one considers how much is paid in rates for the privilege of having a transparent sheet of glass on the high street! Yet how many owners obscure the view into the shop with these stickers!

If you must stick letters on the window, do it in a way which will not totally cut out the view.

There are many ways in which we can



ensure that the written word creates an atmosphere of dignity and legibility. Both these characteristics are essential and the worst thing that can happen in a display is for an amateur to attempt to make hand drawn tickets and cards. At once the professional touch is gone, and the amateur stands out a mile. Today there is no need for such messy methods.

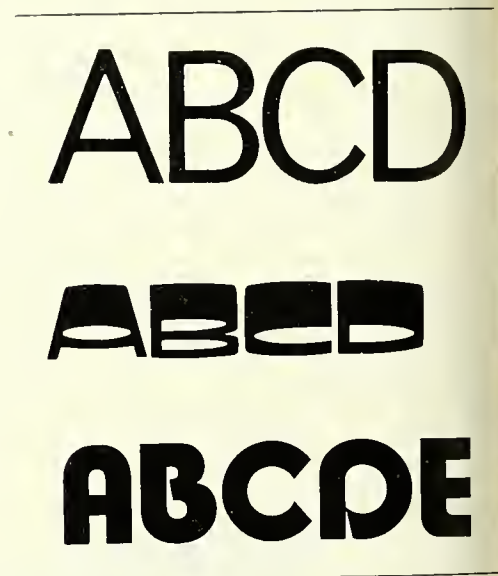
Every price card should be the same in design and, so far as possible, in size also. This uniformity draws the display together.

Another form of lettering much in fashion is made from cutout polystyrene. This can be used either for sticking into cards or the thicker types can be stood on the window floor or on shelves to look very attractive.

Some care about the written word will be amply repaid by the fresh appearance of your displays.

□ Suppliers of the materials mentioned by Mr Ballestar are:— London Industrial Arts Ltd, 51 Lisson Grove, London NW1 (Graforel cork letters, cutout polystyrene letters, cutout plastic letters, reverse letters). Letraset Ltd, St George's House, 195 Waterloo Road, London SE1 (Letraset instant lettering). Rexel Ltd, Aylesbury, Bucks (Letter-Press transfer lettering).

Figure 1. (left): A simple showcard which is easily made. Figure 2. (below): Examples of transfer lettering



Buying and selling habits in South Africa

A "revolution" is reported to be taking place in South African retail shops as methods of both manufacturers and consumers adjust themselves to changes in currencies and materials. Until recently the buyers for retail groups, like Plus Chemists, could use the bait of large orders to force down the prices charged by manufacturers. With today's growing scarcity of raw materials, the size of an order no longer influences manufacturers as much as it did. They now have to project their purchasing programmes far into the future, with the result that they give preference to retailers whose buyers are prepared to commit themselves to orders for a long time ahead.

"The days when anything could be

sold in a shop so long as the price was low enough are over. Cheap prices are now considered to give only short term satisfaction. 'Value satisfaction' on the other hand, is defined as the long term feeling that customers get when a retailer has helped them to buy correctly, and it is on this that it builds its repeat business". Self-interest now prompts retailers to concern themselves with what is good for their customers rather than with the volume of sales they can achieve with low-quality and low-price merchandise. One effect of this changed approach is that big retail chains are giving up the practice of marketing goods under their own house names and concentrating on brand names.

* Pen-name of a well-known designer, lecturer and writer. This is the third in his series on display techniques for the pharmacist.



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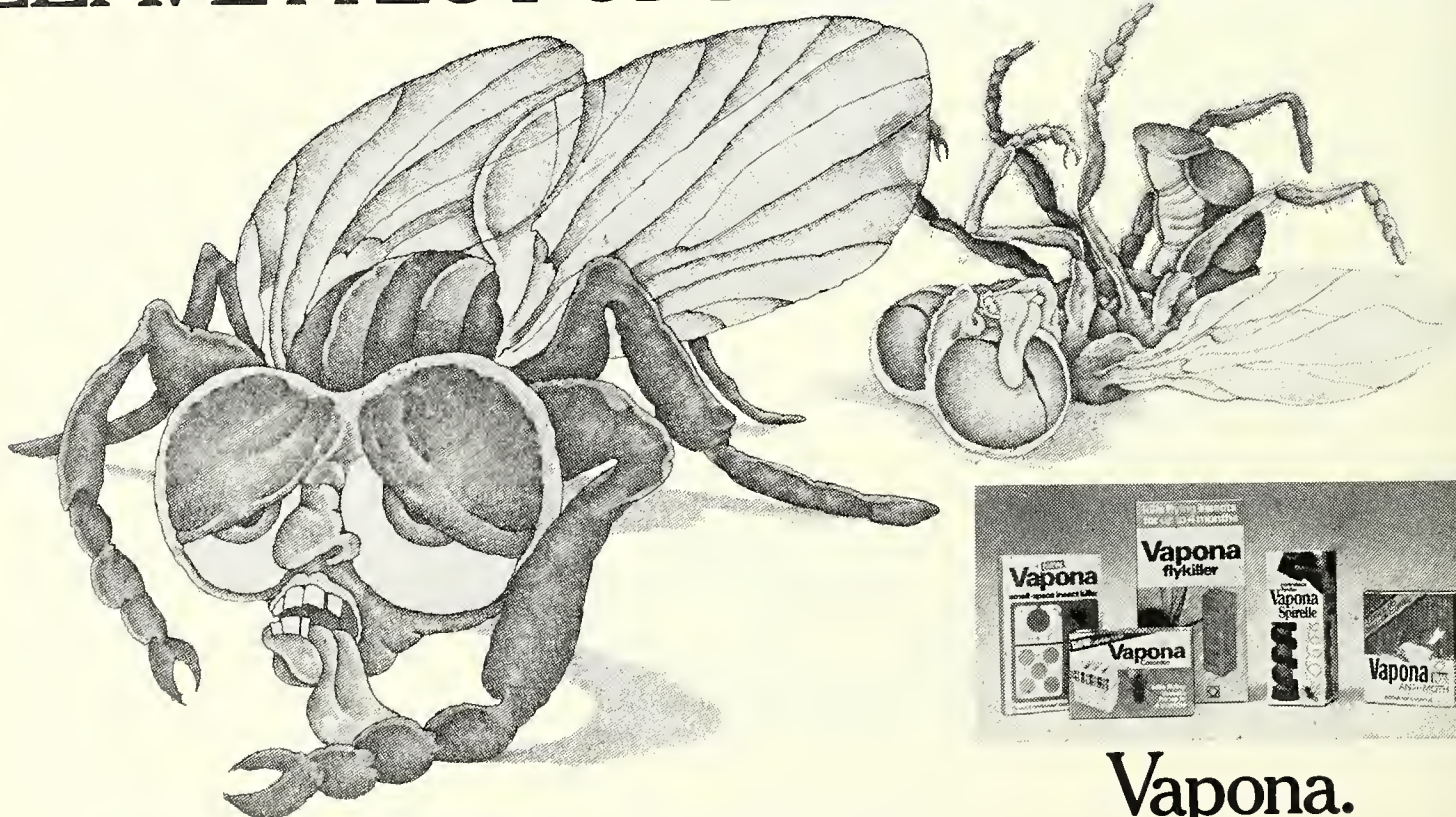
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Call for better tracing system for faulty medicines

ter system than exists at present for faulty medicines that reach the public will be needed in the future, Mr C. V. Fishburn, chief inspector, Medicines Commission, Department of Health and Social Security, told a meeting of the Royal Society of Health Pharmaceutical Group in London last week.

There were quite serious defects in medicines which have been reported by members of the public, he said. In one case a patient had been told that he was about to be given an injection having the opposite effect to that intended. However that sort of situation is difficult to track down.

Mr Fishburn was replying to Mr C. V. Bond, Bishop's Stortford, who had asked whether he would favour registration of patients with a particular pharmacy to facilitate the identification, if necessary, of the source of supply of a medicine. One way in which that could be done would be for the pharmacist to record the batch number on the label of dispensed medicines. The medicine could then be traced back from the patient to the pharmacy at which he was registered and hence to the manufacturer. Pharmacists would of course require adequate payment for providing those facilities.

Regarding licensing under the Medicines Act, Mr Fishburn had earlier mentioned that in general, reporting of defects in medicines by the public was poor. Despite the fact that many patients must have noticed quite startling differences in medicines they took regularly only a very few cases had been reported to the authorities. Most of the reports of faults that had been received had come from hospitals.

Dr's dispensing

Mr Fishburn agreed with Mr J. Wright, Secretary to the Chemist Contractors' Committee, who raised the question of medicines dispensed by doctors, that sampling should be "across the board". However there were complicated problems that would have to be overcome before that could be brought about. For instance it would be necessary to ensure that the medicine supplied was not what had been intended.

On this address, Mr Fishburn said that regarding the introduction of product licensing under the Medicines Act, applications had been required to submit supporting data on their products for independent assessment by the Committee on Medicines. The non-medical section of the data, dealing with chemistry and pharmacy was examined by the subcommittee on chemistry, pharmacy and standards. It was unusual for a product to be rejected outright except on medical grounds but many applications had been received with requests for more information on chemistry and pharmacy. Not

uncommonly, although manufacturers recognised the need for planned development they still did not fully appreciate the importance of proper integration of chemistry and pharmacy. Thus, dosage form development was often incomplete owing to a failure to establish the relevant chemical and physical characteristics of the drug.

Licences to manufacture under the Medicines Act restricted the products that could be made according to broad categories of dosage form, each normally requiring its own special facilities. The original TSA-controlled products thus formed the first category. An application for a manufacturer's licence began with a submission in which the manufacturer stated the essential nature of his activities. This was examined by the medicines inspectorate who also visited the premises and advised the licensing authority whether a licence should be issued and, if so, whether any special conditions should be imposed. Unlike the procedure for product licences there was no external advisory body (other than the Medicines Commission itself) but an applicant again had the right to make representations to a person appointed by the licensing authority if he thought he was unfairly assessed.

Few refused

No strict definition of an acceptable factory had been made but notes for guidance were issued in the form of the "orange guide" to good manufacturing practice. In practice, few applications had been refused, but several had been issued either with some limitation on the products that could be made or with a requirement that improvements be made in a stated time.

Failure to install a quality assurance system was probably the greatest single weakness in current manufacturing practice. Thus many small or medium sized firms either lacked certain components of the system (laboratory, staff, specifications, etc) or, if they had them, had failed to combine them into a comprehensive system extending from the receipt of the starting materials to the release of the finished products.

Although NHS hospitals were in a privileged position under the Crown it had nevertheless been decided that some form of registration and surveillance of their manufacturing activities was desirable to ensure that their standards were no lower than those of industry. Details had not yet been worked out but it was hoped that hospital pharmacists would benefit from receiving advice from inspectors and their support in proposals for better accommodation, equipment or other facilities required suitably to raise standards.

Only a small number of the several thousand wholesalers' premises had been inspected so far but some unsatisfactory

practices had been observed. They included: failure to provide refrigerated storage for biologicals labelled as needing that precaution; inadequate turnover of stock, including acceptance of returned goods for re-sale without restriction on age or an inquiry into history; and inability to arrange a rapid recall of a faulty product owing to lack of records.

Wholesalers did not as a rule record batch numbers, but that could be compensated for if they could identify customers who had bought the product during a stated time interval and had a system for rapid contact. Some wholesalers contacted all customers daily by telephone and could issue a warning on any faulty batch at that time. That applied mainly to prescription medicines but if the fault was in an OTC medicine issued by a general-purpose wholesaler supplying all kinds of retail premises tracking down might be much more difficult.

One of the indirect benefits of the licensing system had been that it had allowed the United Kingdom to enter into certain international treaties or other arrangements for the exchange of information on, or acceptance of, overseas manufacturers. These could take the form of bilateral agreements on pharmaceutical manufacture involving no new legislation and being simply systems of communication whereby each partner agreed to supply the other with information on the technical competence of its manufacturers. Similar but more ambitious was the EFTA Convention whereby the nine signatory states agreed to supply reports at the request of another signatory. There was as yet no equivalent of the Convention among the EEC directives. Discussion on those had been directed towards harmonisation of product licensing systems with a view to eventual free movement of products.

Referring to the controversy over the directive to ensure that each manufacturer had a nominated person with overall responsibility for the quality of the products made (who would normally, according to the original directive, be a pharmacist) Mr Fishburn said, whatever the outcome, it was clear that some qualification would be required and that would eventually affect the appreciable number of UK manufacturers who at present had no qualified staff.

Institute in Scotland

For the first time since it was formed the Institute of Pharmacy Management is to hold its annual conference in Scotland. Arrangements have been made to hold the 1974 conference at the Cally Hotel, Gate House of Fleet, Kirkcudbrightshire, from Friday, October 4, commencing 7pm to Monday, October 7, ending at 2.30pm.

Booklet on industry

The Association of the British Pharmaceutical Industry has published the seventh and revised edition of its booklet "The Pharmaceutical Industry and the Nation's Health". As in previous editions it summarised many of the statistics pertinent to the industry and considers such matters as safety, patents, brand names, prices, promotion and profits. Copies from the Association at 162 Regent Street, London W1R 6DD.

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The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

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Drug quality in USA defended

legations made by a Government official
inst the quality of prescription drugs in
United States have been refuted by a
member of the American Senate.

According to a recent American Pharmaceutical Association *Newsletter*, Mr M. Feinberg, an official of the US Department of Defence who is involved in purchasing drugs for the Department, claimed recently that the rejection rate on manufacturing plant inspections by the Department, prior to fixing a contract, resulted in a 45 per cent rejection rate and sample inspections had a 42 per cent reject. Yet, on a large scale, the same drugs were on the market with the authority of the Food and Drug Administration, claimed the Pharmaceutical Manufacturers Association, and Mr Feinberg had testified before state legislative bodies in opposition to the repeal of anti-substitution laws.

A Pharmaceutical Association spokesman appealed to the Senate Subcommittee on Monopoly, chaired by Senator Gaylord Nelson, for help in "clearing up the doubts and suspicions — that have been propagated in an obviously organised campaign questioning the safety and integrity of prescription drugs in the United States."

Senator Nelson, in a statement made after studying the Department of Defence's

information on which Mr Feinberg had based his statements, said that the Department had, in fact, surveyed only about 10 per cent of their prospective contractors. The remaining 90 per cent constituted, in the Department's view, contractors fully capable of performing satisfactorily under the terms of the proposed contracts. So the rejection rate was only 4½ per cent of all prospective contractors.

Senator Nelson quoted an FDA official as saying it was quite clear that most of violations seen were "relatively trivial and unrelated to the quality of the drug."

Only five per cent of the drug products obtained based on contractors awarded were subjected to laboratory testing by the Defence Department — the remainder being judged satisfactory based on other information. Thus the reject rate for the samples was 2½ per cent, not 42 per cent. The rejects included samples from non-production runs by companies, some of which had never made the product before and had never sold drugs to the Defence Department before.

Senator Nelson added that Mr Feinberg's speeches and articles "which have been misleading or deceptive, have done a great disservice by confusing physicians and pharmacists, state legislative bodies, and American people by creating doubts about the quality of the drug supply in the market place and the capability of the FDA to protect the public. His efforts, supported by his association with the Department of Defence, have also served to impugn the integrity of our small business community, implying that only the large drug companies can be trusted and the small companies are constantly cutting corners to enrich themselves at the expense of the public welfare."

Increasing danger of violence with barbiturates

Violence associated with the use of barbiturates is an increasing problem, a inference on barbiturate abuse heard recently.

Dr Peter Chapple, medical director of the National Addiction and Research Institute said: "Unless the Home Office takes further steps to control these drugs in the community, one of our staff is going to be seriously hurt or even killed. Knives have been out: a pharmacist has been beaten over the head."

Dr Chapple made his remarks at a King Edward's Hospital Fund conference at Bradford University.

He pointed out that there were safer drugs available and there were few cases where barbiturates were necessary. He said after the conference that barbiturates should be included in the Misuse of Drugs Act. Stopping the prescribing of barbiturates to young people could be another possible control. Doctors had said that cutting the drugs in the "controlled" category would lead to too complex prescribing procedures but he did not believe this as the case.

Another speaker, a Bradford general practitioner said the present controls over barbiturates were "almost laughable". Dr David Judson, who is clinical assistant at the Bradford regional drug dependency unit said, "Barbiturate addiction involves

greater mental, emotional, and neurological impairment than narcotic addiction and the abstinence syndrome is more dangerous."

Dr W. E. Court, reader in pharmacognosy, Bradford University, described current trends in drug abuse within the city. A survey of Bradford pharmacies suggested that older people received about 80 per cent of legal barbiturate supplies. Middle-aged women received fewer barbiturates than expected and men of the same age were not commonly prescribed the drugs.

Unwanted medicine collection campaigns, however suggested that people in different parts of the country were still able to accumulate drugs. Dr Court criticised the large number of tablets prescribed per prescription. He had often seen barbiturate prescriptions for 150-200 tablets. He said national poisoning figures showed that barbiturates were used in 60 per cent of all cases of self-poisoning and suicide.

Sister Jane Barrow, sister in charge of Bradford regional drug dependence unit, said the addict, if surgery times allowed, could get round to see several doctors and sometimes obtain prescriptions for large quantities of the hypnotics. Sister Barrow had found cases where old people were selling barbiturates to supplement their pensions.

Antibiotics, barbiturates 'may cause pill to fail'

Enzymic induction by other drugs may cause oral contraceptives to fail, according to a letter in last week's *British Medical Journal*.

The letter, by J. P. Mumford, head of medical services, Organon International BV, Holland, says that the effect appears to act mainly against the oestrogen content of oral contraceptives "and may explain the strange finding that the average age of the patients who became pregnant while taking the pill was 35."

The most marked effect would appear to come from the antibiotic rifampicin. A researcher had suggested that rifampicin might influence the biogenesis and metabolism of the oestrogens and that that might lead to failure. Other antibiotics, including ampicillin, had also been shown to affect oestrogen metabolism; ampicillin could further give rise to unexpected complications with oral contraceptives by affecting the enterohepatic circulation of the oestrogens.

The second most common therapeutic group to affect the action were the barbiturates. That "could have been expected" as in 1968 it had been reported that in animals chronic treatment with phenobarbitone could reduce the uterotrophic effect of oestrogen and progestogens. Other researchers had reported that barbiturates stimulate the metabolism of all steroids. Another paper had recorded that many drugs could accelerate the metabolism of hormonal contraceptives.

Dr Mumford concludes that as the doses of oral contraceptives are reduced, enzyme induction by another drug becomes increasingly significant.

□ A call for an upper limit of 12 tablets per pack of junior aspirin is made in another letter in last week's *BMJ*.

About 5,000 hospital admissions a year were due to "junior" aspirins. A study by Dr W. P. Sweetman, Department of Paediatrics, Royal Infirmary, Huddersfield, revealed that children "practically invariably" finish the opened packet of junior aspirin, which usually contained 50 tablets—a total of 4g. "One of the simplest and most practical measures" to reduce the risk of accidental poisoning "would be to forbid the sale of 'junior aspirin' in packages of more than a dozen (1g). This amount is very unlikely to give rise to toxic effects and would make the admission of the child to hospital unnecessary."

Complex prescribing a 'waste of effort'

A total of 10,685 tablets were found at the home of a 71-year-old man admitted to St Thomas's Hospital, London, following an apparent suicide attempt.

Mr K. C. Stead, area pharmaceutical officer for Lambeth, Lewisham and Southwark based at the hospital, and Dr S. E. Smith, Department of Pharmacology, St Thomas's Hospital Medical School, in a letter in last week's *Lancet*, estimated that these tablets were worth £125. Almost half were methyl dopa, the rest were mainly potassium supplements, digoxin and diuretics. At one stage the man should have been taking about 30 tablets daily.

Westminster report

Safety Bill deferred

A cry of "object" from the Government benches prevented Mrs Jill Knight obtaining a second reading "on the nod" for her Safety Packaging for Medicines Bill in the Commons on May 10. She announced that she would put the measure down for second reading again on May 17.

Action against promotion

"I am concerned to discourage expenditure on sales promotion and this is a factor taken into account in the negotiations under the Voluntary Price Regulation Scheme" stated Dr David Owen, Under Secretary, Department of Health, last week.

He was replying to a written Commons question from Mr Ernle Money who had asked if the Secretary of State for Social Services would "take steps to discourage the over-prescribing and over-publicising of the use of medicinal drugs". Dr Owen added that he was "examining these matters further".

'No' to antidotes on label

Dr Shirley Summerskill, Under Secretary, Home Office, said that legislation for the antidote to be printed on the label of containers of poisons would not be introduced. Answering a Commons question

last week, she added that in many cases there was no specific antidote and the remedy might be a course of treatment under medical supervision.

Increase in vitamin uptake

There has been some increase in the take-up of vitamins for young children since a new procedure for the issue of vitamin tokens to poor families was introduced in July 1972, Dr David Owen told the Commons. In the year ending June 1973, about 16 per cent more children's vitamin drugs were issued by local health authorities than in the previous 12 months. However, there was a decrease of about 8 per cent in the issue of vitamin tablets to mothers.

Briefly

□ The Weights and Measures Act 1963 (Dentifrices) Order 1974 (last week p 569) was ratified by the House of Commons last week.

□ Answering a further question, Dr Summerskill said that the Advisory Council on the Misuse of Drugs had been asked to advise on whether phencyclidine hydrochloride should be controlled under the Misuse of Drugs Act.

□ Replying to a question last week on whether the Department of Health would consider making arrangements for all local authority clinics to accept family planning prescriptions from general practitioners, Dr Owen said national arrangements for free dispensing of such supplies were being discussed with the professions.

□ Mrs Joyce Butler was given leave on Wednesday to introduce her Bill on the labelling of toilet preparations. Second reading is scheduled for June 21.

member state for a period which could extend up to 1986. He could thus control the flow of his products within the EEC, partition the national markets and maintain different prices in each member state.

Sales promotion practice code published

A new *Code of Sales Promotion Practice* aims to regulate, mainly in the consumers' interest, various methods of promotion such as reduced price and free offers, competitions and voucher schemes. The promoter should be able to substantiate any claim he makes as to the value in cash terms of goods offered by him at a lower price, or free, and any saving to the consumer resulting from the offer. Substantiation should refer to the price at which comparable goods are generally available, not necessarily to the recommended retail price. The cost of replacing damaged or faulty goods should fall on the promoter. Offers should not be described as free "if there is any cost to the consumer other than the cost of delivery or postage involved in getting the goods to him, or the cost of travel involved in his profiting from the offer of services. (Advertising Standards Authority, 1 Bell Yard, London WC2A 2JX).

Letters

Wholesalers not to blame

Xrayser's comment in the May 4 issue (p 545) concerning the impossible situation regarding supplies of galenicals from special wholesalers does not surprise me. I predicted this problem at least two years ago, and to place the blame on wholesalers is wrong. The real culprits are the chemists themselves and the Department of Health and Social Security.

For years the old established businesses involved in wholesaling have dwindled because of economic forces. Chemists formerly co-operatives to buy in bulk and bought the profitable items of standard medicine from new specialist firms who creamed the market but gave no comprehensive service. Having lost many profitable distribution items, and also the best standard lines, many of the wholesaler manufacturers were left with the low profit products, hence most of them went to the safety of mergers with large company groups. Some remained, but having overcome the forces which affected their competitors seriously, they are now struggling against the stone wall of bureaucracy ensconced in 33 Finsbury Square. The incredible paper war being pursued by these robots of democratic government means that practically all relatively small demand products will no longer be made because there is just not the labour force or time available to complete huge dossiers or stores to hold the samples required for every tiny batch. The policy will inevitably lead to a total change in pharmacy in a very short time and I hope you all enjoy it! As for the patients—the mind boggles at their ultimate plight but there will be many lovely jobs going for the sheep.

Secar

European patent agreement soon?

The EEC Commission has pronounced in favour of the draft convention on the European patent, and has forwarded its views to the member states. The draft is due to be discussed at an intergovernmental conference this month.

The aim of the convention is to define a unitary and autonomous law by which patents issued in the EEC under a first convention — the Munich Convention — signed last October will have the same effects in each member state. The Commission says that the draft, permitting as it does the free circulation of patented products or processes and ensuring equal conditions in competition, "fully satisfies the requirements of the objectives of the Treaty of Rome."

But the Commission is opposed to the adoption of a protocol annexed to the draft convention. The protocol would defer by five to ten years the application of provisions which aim to prevent the splitting up of the Common Market. As the convention could not come into force until 1976 because of parliamentary ratification, the protocol, if adopted, would allow an owner of a patent to prohibit the import of any patented product put on the market by him or his licensee in another

Parkinsonism?

I refer to the advertisement in the Society's journal for a "senior post in the secretariat" of the Society. It says the Society's activities continue to expand. In my view it is about time the Society's administrative activities started to decrease.

This is a particular case of "Parkinson's law" not to mention the inflationary element involved in employing people doing unproductive work. It is a pity that since the "Levy" case, the Council of the Society has in my opinion become nothing but a self-recruiting self-perpetuating mediocrity with an inflated sense of its own importance. It has done a great disservice to pharmacy. No wonder so many members do not vote.

What on earth do we need a development of membership groups for? There are too many of them already. Soon we will have more pharmacists running about with bits of paper in the Society than pharmacists doing useful work. Already I understand the pharmacy section of the Department of Health employs 70 pharmacists. What they are supposed to be doing, goodness only knows.

R. S. Smethurst
London SW12

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[Recent photograph]

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Company News

Porte more than double profits in 1973

sales up from £38.9m to £50.1m. Porte Industries (Holdings) for 1973 pre-tax profits of £7,329,000 against £1,000 in 1972.

The final dividend is 1.809p net or 2.7p gross, and brings the gross total to 6.7p a year, for tax reasons a single dividend of 7.5p gross was paid.

The improved results were due to vibrant trading in all products, say the directors. UK sales increased in value by 20 per cent, UK exports by 50 per cent.

Expansion by Jackel

Jackel International Ltd, has been incorporated to look after Jackel's international developments other than direct exports from the UK. There is no financial association between Jackel International and Jackel & Co Ltd, but Graham R. McConnell is a common shareholder in both companies. A "substantial" stake in Westland Plastics Inc, California, manufacturers of the Tommee Tippee trademark in the US has been acquired by Jackel International. Mr Ian McGugan, division manager of babyneeds, has been joined by Gus Forsman, president of Westland Plastics to join him as a personal assistant with effect from July.

Croda now hold one-fifth of Greeff Chemicals

The board of Greeff-Chemicals Holdings have been informed by Croda International Ltd that Croda now own 20,000 shares in Greeff, representing 20 per cent of the issued ordinary capital.

Discussions between the two companies, Croda have stated they intend to retain this holding as a long-term investment, leaving Greeff to develop independently. The directors of Greeff believe that they will benefit from the relationship and they have invited Mr F. A. S. Wood, chairman of Croda, to join the Greeff board in a non-executive capacity.

Shering AG turnover up

Shering AG, Berlin increased turnover in 1973 by 12.7 per cent to Dm914.7m while consolidated revenue of controlled subsidiaries rose 10.7 per cent to Dm1,491m. Due to currency changes and higher wage costs pre-tax profit rose only 5.4 per cent to Dm94.1m while earnings at Dm49.1m compares with Dm51.4m in 1972.

Efly

Go Holdings are again endowing four annual travelling fellowships each worth £1,000 for British science writers, to be awarded and administered by the Asso-

ciation of British Science Writers. One of the fellowships will be for science writing in a trade, technical or house magazine.

Mr Richard Heydon, MPS, Hospital Street Pharmacy, Nantwich, Ches, has moved to larger premises at 35 Hospital Street.

Savory & Moore Ltd have recently acquired a branch at 3 The Square, Pangbourne, Berkshire.

Lon (UK) Ltd have moved to 19 Powis Terrace, London W11 1JJ, telephone: 01-229 1487.

Agfa-Gevaert's group sales are expected to rise by 12 per cent in 1974 over the BF 34,350m in 1973.

Bayer AG: Sales in the first quarter of the current year rose by 31.6 per cent to Dm2,533m and net profits by 14.3 per cent to Dm96m. Exports at over Dm1,500m, accounted for 59.2 per cent of output.

Intravenous Infusions Ltd, a company jointly owned by the National Investment Bank, Vifor SA, of Geneva, and other interests, are proposing to manufacture glucose, sodium chloride and other transfusion materials at their plant in Koforidua in Ghana.

Laboratoires Castaigne of France is to be acquired by the state-controlled oil group Soc Nationale des Petroles d'Aquitaine (SNPA). In the past 18 months SNPA have gained control of Laboratoires Labaz and Laboratoires Michel Robillart. They also acquired 36 per cent of the cosmetics company Yves Rocher.

R. Weston (Chemists) Ltd opened a branch at 339 Wells Road, Bristol, on May 13. The unit of more than 3,000 sq ft is part of a new environmentally controlled shopping centre incorporating the most up-to-date shopping aids. In addition to their normal trading, they state they will be offering a late dispensing service. This pharmacy will be under the management of Mr G. H. Richards.

Hoechst UK Ltd's sales in 1973 amounted to £137.53m (£114.86m in 1972). Trading profits for the year amounted to £9,583,000, an increase of 37.5 per cent over 1972 (£6,967,000). Profit after tax and

extraordinary items amounted to £3.96m (£2.08m). The improvements in the results of the group are attributable both to the trading of Hoechst UK and to the Berger Jenson & Nicholson figures which are included.

Appointments

Fisons: Mr H. J. Blackboro, chairman and managing director of Fisons Pty, Australia, has been appointed to the board of Fisons pharmaceutical division.

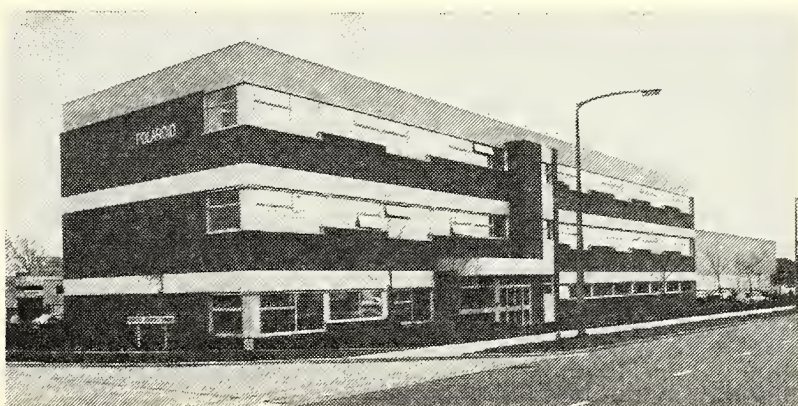
May & Baker Ltd have appointed Mr T. D. Sebbinger head of the company's photographic home sales division. He joined the company in 1962 and has been a member of the sales team since then.

Booker McConnell Ltd: Mr Joseph Godber, MP has been invited to join the board as a non-executive director and has intimated that he would be willing to accept. Mr Godber was Minister of Agriculture, Fisheries and Food from November 1972 until the last general election.

Wella (Great Britain) Ltd have appointed Mr B. Moore, their marketing manager. Mr Moore gained his experience in the field of pharmaceuticals and speciality foods; he now heads a new department which incorporates product management, product promotions, technical, market research and advertising.

Germaine Monteil: Janet Lloyd, 34, has been appointed managing director for Germaine Monteil UK. Janet is the first woman to be appointed managing director in a company in the British American Cosmetic Group. She holds a first class honours degree in law, joining Germaine Monteil in July 1973 as marketing manager. Previously she was with Yardley.

Kingsley & Keith Chemical Group Ltd: Mr L. R. Dowsett, deputy chairman of the company's parent, Chemical Securities Ltd, has been appointed chairman of K & K Chemical Group following the retirement of Mr M. H. Ostler. Mr Ostler continues as a non-executive director and has accepted an appointment to the board of Colorapid Ltd, a subsidiary of Kingsley & Keith. Mr P. E. Duckworth has been appointed a director of Kingsley & Keith Chemical Group Ltd. Mr J. A. Wright has been appointed a director of Kingsley & Keith (Chemicals) Ltd, Mrs J. P. Murphy has also been appointed to that board with responsibilities for finance. Mr D. W. Peffers has been appointed an associate director. Mr J. F. Marett, currently an associate director of Kingsley & Keith (International Trading) Ltd has been appointed a director.



The new headquarters recently occupied by Polaroid (UK) Ltd at St Albans. Total value of the company's products exported last year amounted to £13.6m.

Market News

PRICES MAINLY HELD

London, May 15: Reluctance on the part of buyers to enter the markets during the week other than to cover immediate requirements seemed to take some of the edge off the recent pattern of ever-rising prices. Yet holders of commodities, confident in the knowledge that replacements were not showing signs of weakness, were unwilling to shade recently-established price levels for spot delivery.

Dearer among crude drugs were henbane, kola nuts, lemon peel, gentian root and styrax. Brazilian menthol for shipment was still higher than that quoted by spot holders. Only 49 tons of Tinnevely senna leaves were shipped out of the port of Tuticorin during April and that wholly to the US. No ships called there for Europe or the UK.

There were no changes in pharmaceutical chemical prices during the week.

Dearer in essential oils were Brazilian peppermint and camphor white on the spot. Ceylon lemongrass was easier.

Production of sulphuric acid by members of the National Sulphuric Acid Association in the first quarter of the year at 948,283 metric tons was 4.6 per cent above the equivalent 1973 period. Consumption at 1,045,589 tons, however, was down by 2.4 per cent.

Pharmaceutical chemicals

Acetic acid: 12-ton lots delivered, per metric ton, BPC glacial from £94; 99.5 per cent technical £87; 80 per cent grades pure £82.50; technical £75.
Acetomenaphthone: 100-kg lots £0.64½ kg.
Alcohol: Synthetic ethanol, £ per proof gal:

Gal	PBS 95%	Absolute 99.5%
2,500 (bulk)	0.3068	0.3188
900 (drums)	0.3218	0.3358
	DRS 96%	DRAA 99.9%
2,500 (bulk)	0.3798	0.3918
900 (drums)	0.3948	0.4068

Aloin: 50-kg £9 ko.
Aminacrine hydrochloride: £35.50 kg.
Amylobarbitone: 50-kg £4.46 kg; sodium £5.07.
Ascorbic acid: £6.00 kg; 5-kg £5.00 kg; sodium ascorbate, plus 8p; silicone-coated, plus 25p kg.
Aspirin: 10-metric ton lots £750 ton; 5-ton £780; 1-ton £800.

Borax: BP grades, 2-4 ton lots per metric ton, in paper bags delivered—granular £95; crystals £126; powder £103; extra fine powder £108. Technical grades less £26 per ton for British materials; less £10 for imported.

Boric acid: BP grade per metric ton in 2-4 ton lots—granular £127; crystals £178; powder £103; extra-fine powder £108 in paper bags, carriage paid. Technical is £26 per 1,000 kg less than BP grades for British material; less £10 for imports.

Butabarbital: 50-kg £6.32; sodium £7.11 per kg.
Butobarbitone: £6.00 kg for 50-kg lots.

Calciferol: £450 per kg.
Calcium carbonate: BP light £65.00 metric ton.

Calcium gluconate: 250-kg lots £0.63 kg.

Calcium lactate: 250 kg £412 per metric ton.

Calcium pantothenate: £5.50 kg; £4.00 kg.

Calcium sodium lactate: £0.736 kg in 250-kg lots.

Cantharadin: £0.75 per 100 g.

Carotene: Suspension 20 per cent £28.50 kg.

Chloral hydrate: 50-kg lots £0.75 kg.

Cocaine: Alkaloid £222 kg; hydrochloride £202.75. Subject to DDA Regulations.

Colchicine: £0.90 per g.

Cyanocobalamin: £1.00 per g.

Cyclobarbitone: £4.91 for 25 kg; calcium £4.91.

Dexpantanol: £10 kg; £8.50 kg.

Dextromethorphan: Hydrobromide £110 kg.

Digoxin: £2.20 per g.
D-midium bromide: 5-g lots £3.20 g.
Ephedrine: Alkaloid £17.15 kg in 100-kg lots; hydrochloride £14.14; sulphate £14.95.
Gallic acid: 1,000-kg £1.68 kg.
Hydroxocobalamin: £3.00 per g.
Iodides: £ per kg.

	under 50-kg	50-kg	250-kg
Potassium*	2.58	2.45	2.43
Sodium	3.26	3.13	—

*For crystals and granules. Powder plus £0.11 kg.
Iron and ammonium citrate: (per metric ton) granules, 50-kg lots £650, 1-ton £620. Scales 50-kg £820; 1-ton £790; green £830.

Mercurochrome: £7.95 per kg.

Mersalyl: Acid £15.75 per kg; sodium £21.50.

Methylated spirits: In 2,500-bulk gal (and in 20 x 45 gal drums) per bulk gal — IMS 66 OP £0.5415 (£0.5645). Perfumery grade 6 SOP £0.5945 (£0.6175). Mineralised 64 OP. £0.6555 (£0.5785).

Narcotine: Alkaloid and hydrochloride in 25-kg lots £15 kg.

Nicotinamide: (per kg) £4.00; 5-kg £3.00.

Nicotinic acid: (Per kg) 1-kg £3.80; £2.80 in 5-kg lots.

Oleic acid: BP £317 per metric ton delivered UK.

Opiates: (£ per kg) in 1-kg lots subject to DDA regulations.

	From	To
Codeline		
alkaloid	198.00	206.00
hydrochloride	172.00	180.00
phosphate	151.00	157.00
Ethylmorphine		
hydrochloride	193.00	200.00
Morphine		
alkaloid	218.00	226.00
hydrochloride	178.00	185.00
sulphate	178.00	185.00

Oxalic acid: Nominally £220 metric ton.

Pentobarbitone: 50-kg lots £5.79 kg for acid and £6.13 for sodium.

Pethidine hydrochloride: From £13.30 to £14.90 kg as to the maker and quantity. Subject to DDA Regulations

Phenitone: 25-kg lots £4.24 kg.

Phenobarbitone: 50-kg lots £4.52 per kg; sodium £4.97.

Pholcodine: From £198.36 to £223 per kg as to maker.

Phthalylsulphathiazole: 50-kg lots £1.60 kg.

Potassium acid tartrate: BPC £783 per metric ton in bags delivered.

Pyrogallol acid: Pure 500-kg lots £4.92 kg.

Pyridoxine: £13.75 kg; £12.75 kg in 5-kg lots.

Quinalbarbitone: Sodium and acid £6.37 kg for 25-kg lots.

Quinine: (per kg in 85-kg lots) alkaloid £56.70; bisulphate £45.00; dihydrochloride £55.00; hydrochloride £53.50; sulphate £50.00; hydrobromide (10-kg) 54.50.

Riboflavin: £19.00 kg; 5-kg lots £18. kg.

Salicylic acid: per metric ton 5-ton lots £555; 1-ton £580; 250-kg £630; delivered UK.

Sodium pantothenate: (kg) £7.50; 5-kg £6.50.

Tannic acid: 500-kg fluffy £1.53 kg; powder £1.50.

Tartaric acid: (per metric ton) 50-kg lots £795; 250-kg £790; 1-ton £780.

Thiamine hydrochloride: £9.20 kg; 5-kg £8.20 kg; mononitrate £9.70 and £8.70 respectively.

Vitamin A: Oily 1 million iu per g £7.60 kg per 5-kg; dried acetate 325,000 iu per g, £6.10 per 500,000 iu £7.25—both in 5-kg lots.

Vitamin D: Powder for tableting 850,000 iu per g £25.00 kg; £24.00 kg.

Vitamin E: (per kg) 25 per cent (gel) £10.85; 50 per cent powder £8.50, acetate £12 kg; £11 for 5-kg lots.

Crude drugs

Cardamoms: (per lb cif) Alleppy greens No. 1 £2.00; prime seeds £1.90.

Cascara: Spot cleared; shipment £610 metric ton, cif.

Cassia: lignea, broken £1,280 metric ton, cif.

Cherry bark: Spot £540 metric ton; £520 cif.

Chillies: Uganda £700 ton, cif.

Cinnamon bark: Seychelles Unquoted.

Cinnamon quills: four O's £0.49 lb; chips £0.10½ cif.

Colocynth pulp: Spot £720 metric ton.

Dandelion: No spot; shipment nominal.

Gums: Acacia nominal. Karaya fag £33.50 cwt.

Henbane: Niger £1,300 metric ton; £1,250 cif.

Hydrastis: £9.75 kg spot; £9.60, cif.

Ipecacuanha: (kg) Costa Rica £3.50 spot; £3.20, cif. Matto Grosso £6.50 spot. Colombian £5.30, £5.15, cif.

Kola nuts: W. African £140 metric ton, £118, cif.

Lanolin: Anhydrous BP minimum 1,000 kg from £474 as to grade; cosmetic £543; technical £437.

Lemon peel: £760 metric ton spot; £740, cif.

Liquorice root: (metric ton) Chinese and Russian £165 metric ton nominal.

Lobelia: European £1.10 kg, cif; American, coarse powder, £470 metric ton.

Lycopodium: Indian £4.75 kg. Canadian £5.50 kg.

Mace: Grenada No. 1 £2,576 long ton fob.

Menthol: Brazilian £22.00 kg spot; £22.50, cif.

Chinese about £30.00, cif.

Nutmeg: (ton, cif) East India 80s £1,750; 110's £1,650; bwp £1,310.

Pepper: (ton cif) Sarawak black £665; white £70.

Senega: Nominal.

Senna: (per kg) Alexandrian h/p pods cleared manufacturing nominal Tinnevely h/p pods nominal; White unobtainable.
Squill: White unobtainable.
Styrax: Spot £2.75 kg; no shipment.
Valerian: Indian rootlets £200 metric ton, spot.
Waxes: Bees' and Candellilla nominal, Camellia fatty grey spot £2,050 metric ton; £1,975, prime yellow £2,300; £2,190, cit.
Witchhazel leaves: Spot £1.70 kg

Essential and expressed oils

Almond: Drum lots £0.80 kg.

Amber: Rectified £0.29 kg spot.

Anise: £28.00 kg spot; £33.00, cif.

Bay: West Indian about £14.00 kg.

Bergamot: From £12.00 kg as to grade.

Birch tar: Rectified £3.50 kg.

Bols de rose: Shipment £11.46 kg, cif.

Buchu: English distilled £265 kg.

Cade: Spanish £1.20 kg spot.

Cajuput: £1.50 kg on spot.

Camphor white: £3.10 kg spot; shipment £3.30, cif.

Cananga: Java £12.00 kg spot.

Caraway: Imported £18.00 kg. English £45.00.

Cardamom: English distilled £96.00 kg

Cassia: Chinese not offering

Cedarwood: £2.00 kg spot; £2.10, cif.

Celery: English £35.00 kg.

Cinnamon: Ceylon leaf £4.28 kg spot; £4.10 English distilled bark £170.00 kg.

Citronella: Ceylon £4.28 kg spot; £4.00, cif.

Clove: Madagascar leaf about £4.00 kg, cif.

Cod-liver: BP in 45-gal lots £1.48 gal; veterinary £0.80-£0.85.

Coriander: £13.00 kg spot.

Cubeb: English distilled £18.00 kg.

Dill: From £9.30 kg spot.

Eucalyptus: Chinese £9.30 kg, cif, 80-85 per cent

Fennel: Spanish £10.00 kg nominal.

Geranium: (kg) Bourbon £22.00 kg.

Ginger: English distilled £56.00 kg.

Juniper: Berry from £11.00 kg.

Lavender: French from £18.00 kg spot.

Lavender spike: £12.50 kg spot.

Lemon: Sicilian best grades from £10.00 kg spot

Lemongrass: Spot £4.00 kg; forward £4.30, cif.

Lime: West Indian £8.50 kg spot.

Mandarin: £8.00 kg.

Nutmeg: (per kg) English distilled from West Indian £23.00; from E. Indian £27.00. Import £5.70.

Olive: Spanish exports prohibited. Tunisian restricted. Spot £1,040-£1,050 metric ton.

Palmarosa: £11.00 kg spot and cif.

Patchouli: Spot £7.50 kg; £7.00, cif.

Pennyroyal: To arrive £4.90 kg.

Pepper: English distilled ex black £55.00 kg.

Peppermint: (kg) Arvensis-Brazilian spot £9.50; spot £9.65, cif. Chinese no spot, shipment £16.50, cif, asked. Piperita American from £19.00.

Petitgrain: £12.00 kg, cif.

Pine: (kg) Pumillonis £1.75; sylvestris £0.51.

Rosemary: £5.65 kg, spot.

Sage: Spanish £8.80 kg spot.

Sandalwood: Mysore £95.00 kg spot.

Sassafras: Chinese £4.00 kg; Brazilian £3.00 spot

Spearmint: Chinese £9.00 kg, cif; American £11.00 spot.

Thyme: Red 65/70% £8.30 kg.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the latest quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

Coming events

Tuesday, May 21

Aberdare, Merthyr, Pontypridd and Rhondda Valley, Pharmaceutical Society, New Inn

Pontypridd, at 8 pm. Annual meeting.

West Kent Branch, Pharmaceutical Society, Wellcome Research Laboratories, Beckenham, at 8 pm. Annual meeting.

Thursday, May 23

Chelsea College, University of London, Manresa Road, London SW3, at 5.30 pm.

Inaugural lecture by Professor E. J. Shellard (professor of pharmacognosy) on "The wheel has turned full circle".

Friday, May 24

Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Croydon, at 8 pm. Mr M. O'Riordan on "Contact lenses and their solutions".

Advance information

Royal Microscopical Society, Micro 74, international conference and exhibition on microscopy, West Centre Hotel, Lillie Road, London SW6. Details from the society, Clarendon House, Cornmarket Street, Oxford OX1 3HA.

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You would join our Pharmaceutical Research team which is engaged in the formulation and development of new drugs through all stages from inception to production. We are currently engaged on work in some of the most advanced areas of pharmaceutical research.

Conditions of employment are attractive and include a bonus scheme based on the profitability of the Glaxo group of which we are a member, excellent pension and life assurance schemes and assistance with relocation expenses, where appropriate. In addition there are the advantages of working in pleasant rural surroundings and yet being only 20 miles from London, and the extensive recreational facilities offered by the company.

Please write with details of qualifications, experience and salary to **Effric Smith, Assistant Personnel Officer, Allen & Hanburys Research Ltd., Ware, Herts. SG12 0DJ**, quoting reference **AK431**.



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Lambeth, Southwark and Lewisham
Area Health Authority (Teaching)

STAFF PHARMACIST (Production and Drug Distribution)

to be responsible for non-sterile manufacturing, pre-packing and drug distribution at King's College Hospital. The post presents an opportunity for an enthusiastic Pharmacist to participate in the development of new systems of drug distribution and to be involved in the establishment of a ward pharmacy scheme.

Salary £2,424-£3,042 including London Weighting

Job description and application form available from the Personnel Office, Room 155 King's College Hospital, Denmark Hill, London SE5 9RS. Tel: 01-274 6222 Ext. 2724/8. Further details and departmental visits may be arranged by contacting Mr. P. Sharott, Principal Pharmacist, Ext. 2272.

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Tel: 051-334-4000, Ext. 424.

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If you wish to visit the department or would like further information please telephone Miss Johnston, Principal Pharmacist, on 01-748 8337. Applications giving details of age, qualifications and experience, and the names and addresses of two referees, to Miss Matthews, Personnel.

Miscellaneous

FASHION JEWELLERY. Gentlemen you are far too busy to sell our vast range of fashion jewellery, so why not let us sell it for you by stocking our range of elegant displays, each displaying a fantastic range of all the latest lines, clearly marked with the suggested retail price showing you a handsome profit margin with continuity of sales assured by repeats from our huge stock.

These convenient units are proving to be a tremendous success with Chemists all over the country. Customers areas are strictly observed so why not make 1974 a good year by contacting us now for our representative to call. No waiting, goods left on the spot and working for you within seconds. Alternatively we send assorted parcels, just state how much you wish to spend min. £30, seven days approval. We are proud of our parcels and you will be very pleased that you contacted R. F. Vernon & Co., 36 Roman Road, Birstall, Leicester, also at 52 Mount Road, Leicester. Tel: Day 0533 26403 Night 0533 675327.

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Jackie
GIRLS WHO...
3 months...
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Honey

Woman to Home

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3 months...
Both by...

When the going gets hard on your feet let Carnation soften up life a lot...

Don't suffer in silence. If you develop a corn on your foot do something about it. Buy a packet of Carnation Co. Caps and put an end to it. Last Carnation Corn Caps have double action. They cushion your foot to relieve shoe pressure and ease the pain, while the ointment softens up the corn for easy removal. Carnation Corn Paint is also available for those corns in more awkward places. You can rely on Carnation to put a spring back to your walk and make shopping a pleasure.

CARNATION make the going go
From your Chemist. A price...

I won't dance... don't ask me!

WHAT'S WRONG, ANGIE? DIDN'T YOU HIT IT OFF WITH MIKE?
NO IT'S NOTHING LIKE THAT. THESE GUYS, THEY'VE RUINED THE EVENING!

IT WAS REALLY GREAT TO START WITH...

THEN MY FEET STARTED HURTING. I'LL NEVER WEAR THESE ROTTEN SHOES AGAIN!

DON'T YOU BELIEVE IT? I GET THEM THATS WHY I KEEP CARNATION CORN CAPS HANDY!

YOU KNOW WHAT YOU'VE GOT - CORNS!

CORNS! - YOU MUST BE JOINING THE FOLK FOR OLD PEOPLE!

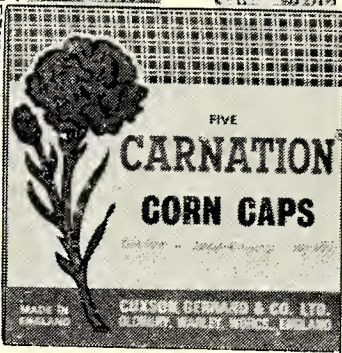
CARNATION CORN CAPS HAVE A DOUBLE ACTION. THEY RELIEVE PRESSURE & PAIN AND SOFTEN THE CORN FOR EASY REMOVAL!

LOOKS LIKE ANGIE'S GOING TO DANCE ALL NIGHT!

YES, THAT'S WHY WE HURRY TO GET THEM!

CARNATION CORN CAPS
make the going go
From your Chemist. A price...

TRY CARNATION CORN PAINT TOO!



Don't get caught on the hop!
Make sure your stocks of Carnation Corn Caps and Carnation Corn Paint are high.

Remember, corn sufferers of all ages are seeing advertisements for Carnation Corn Caps in many women's magazines. They know what to ask for when the pressure's on! So don't let them down — or yourself.

Stock up on Carnation Corn Caps and Corn Paint today!

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**NEW
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Burinex^{*} K

the only short-acting diuretic with built-in potassium supplementation

Burinex K combines bumetanide with slow-release potassium chloride and is now available to the Medical Profession for prescription on NHS Form EC10.

Presentation White ovoid tablets in packs of 100. Trade/NHS price per pack £1.55.

Full information available on request.



Leo Laboratories Limited,
Hayes Gate House, Hayes, Middlesex.

* Burinex is a registered trade mark
Burinex K is bumetanide (0.5mg) with
slow-release potassium chloride (573mg)
P.L. No 0043/0027B

This summer, more than ever there'll be a burning need for Sylvasun.

Last year Sylvasun ran the biggest campaign ever used by a sun preparation.

You, and around a million sunburn sufferers, reaped the benefits.

This year the Sylvasun campaign is even bigger.

So in addition to last year's satisfied customers, there'll be a great demand from new users.

From May to August our full page advertisements will be telling millions of people how Sylvasun can help reduce the risk of burning.

They'll tell how Olympic athletes and sportsmen have proved Sylvasun effective, and how the product has already been tried successfully by thousands of holidaymakers.

Sylvasun comes in special display outers.

Other point of sale material is available from your Chefaro representative or direct from the manufacturer.

It all adds up to a healthy growth in your total sun preparation business.

Last year the average chemist sold between 5 and 12 dozen packs of Sylvasun.

This year, with increased advertising and demand, your profits should be even greater.

With the special bonuses, it won't only be your customers who'll notice the benefit.



Sylvasun.
Helps stop you burning while you tan.